UARY 24, 1955 35c PER COPY

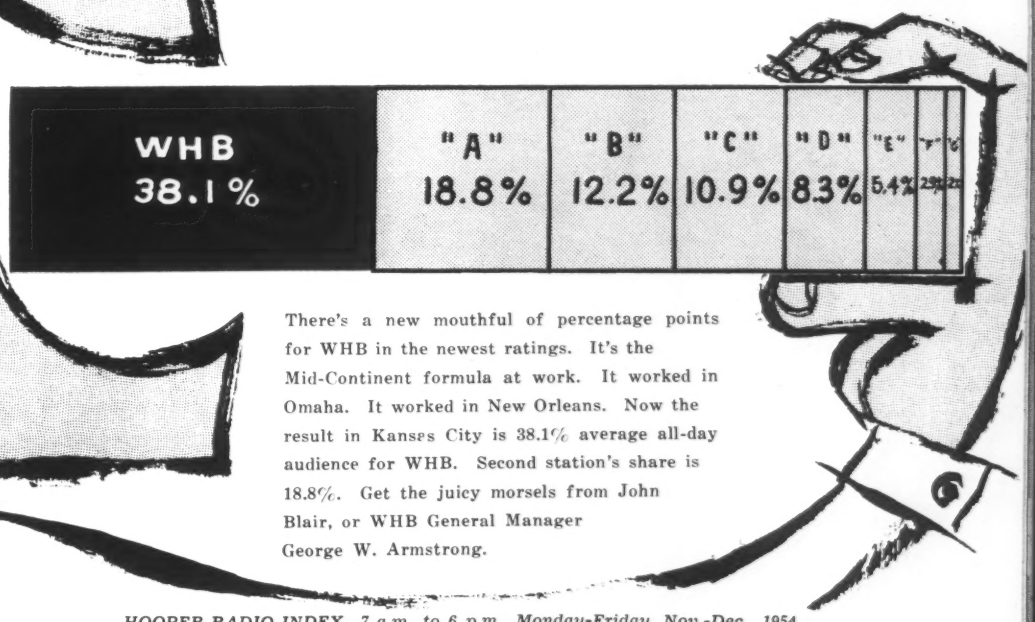
BROADCASTING TELECASTING

IN THIS ISSUE:

24TH year

WHB TAKES OVER even more of KANSAS CITY

Now one station dominates the fabulous Kansas City market. WHB, with 38.1% of the audience, has more than twice its nearest competitor.



There's a new mouthful of percentage points for WHB in the newest ratings. It's the Mid-Continent formula at work. It worked in Omaha. It worked in New Orleans. Now the result in Kansas City is 38.1% average all-day audience for WHB. Second station's share is 18.8%. Get the juicy morsels from John Blair, or WHB General Manager George W. Armstrong.

HOOPER RADIO INDEX—7 a.m. to 6 p.m., Monday-Friday, Nov.-Dec., 1954

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, Omaha Represented by H-R Reps, Inc.
WTIX, New Orleans Represented by Adam J. Young, Jr.
WHB, Kansas City Represented by John Blair & Co.

WHB
10,000 watts on 710 kilocycles
Kansas City, Missouri

It's Better when it's **BIG!**

The BIG station in Hawaii is

K P O A

Honolulu

Bigger than ever in ratings! In the newly-released PULSE ... KPOA has more morning listeners than any station ... more than all other network stations combined for three solid hours every morning.

The BIG Station in Eastern Michigan is

W T A C

Flint

Where "Sleepyhead" Ted delivers more listeners per dollar than any other morning program, according to the latest HOOPER.

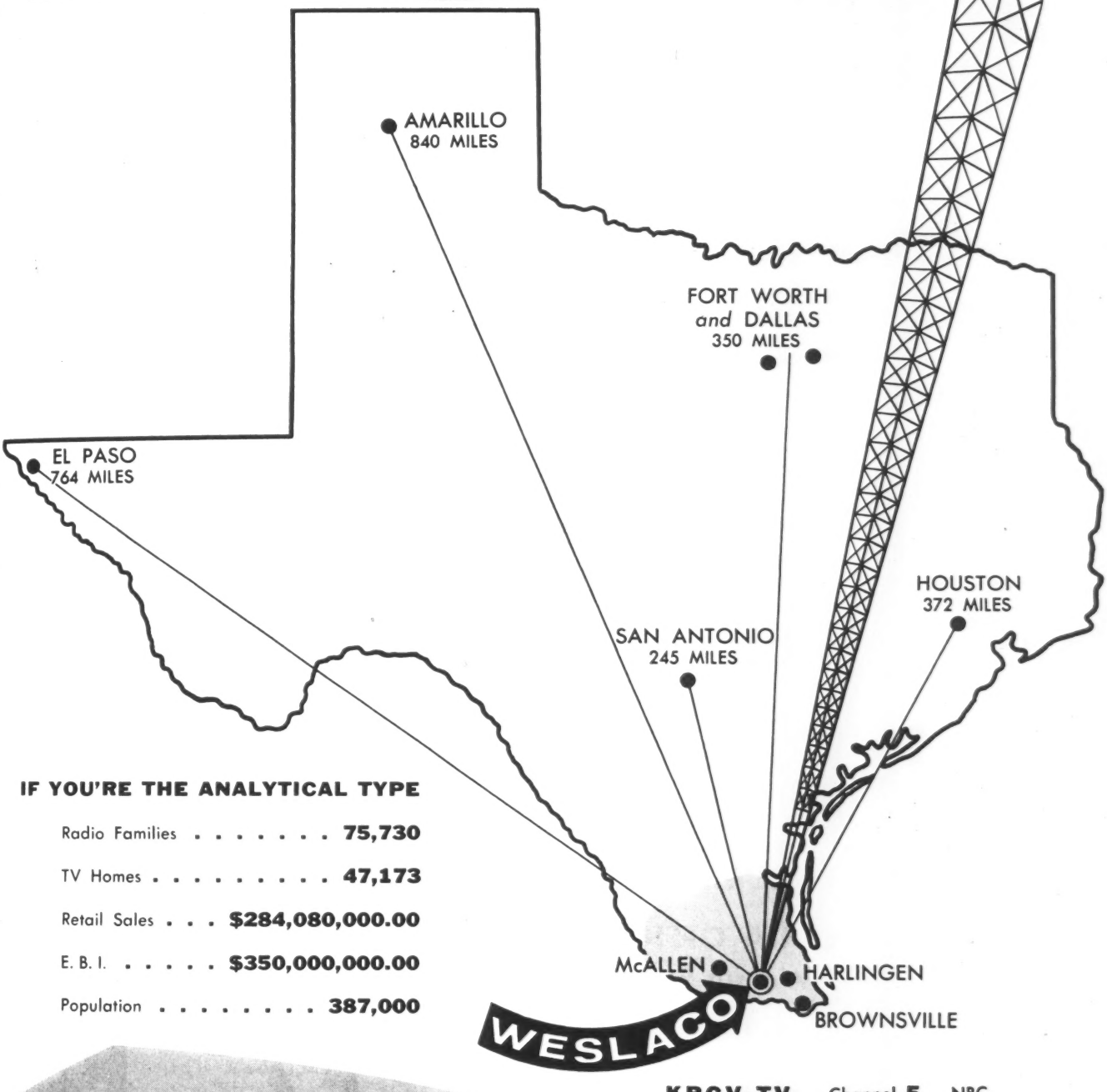
BIG coverage means BIG sales on the BIG Stations

KPOA Honolulu
5000 watts at 630
nationally represented by
George P. Hollingbery Co.

WTAC Flint
1000 watts at 600
nationally represented by
The Bolling Company, Inc.

RADIO HAWAII, INC.

TEXAS 5th MARKET



IF YOU'RE THE ANALYTICAL TYPE

Radio Families	**75,730**
TV Homes	**47,173**
Retail Sales	**$284,080,000.00**
E. B. I.	**$350,000,000.00**
Population	**387,000**

KRGV-TV Channel **5** NBC
THE VALLEY'S MOST POWERFUL TV STATION

KRGV NBC 5000 Watts TQN
THE VALLEY'S PIONEER STATION

Complete Coverage of the Lower Rio Grande Valley

KRGV AM-TV
NBC AM-TV
channel 5
Rep. by Paul H. Raymer Co.

The Voice of the Valley

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

complete coverage PHILADELPHIA trading area

COMING SOON

SUPER POWER

316,000 WATTS

CHANNEL 12

WDEL-TV

WILMINGTON

PHILADELPHIA OFFICE

1500 Walnut Street, Suite 1205

Telephone KIngsley 6-4020

STEINMAN STATION

Represented by

MEEKER TV, Inc.

New York Chicago Los Angeles San Francisco

closed circuit.

ATOMIC • Biggest blast to hit broadcastingdom in years expected when Senate's Magnuson committee releases report on overall network-FCC study. With special counsel Harry Plotkin urging banning of option time and exclusivity (see lead story page 27), fur is bound to fly. Plotkin draft, according to those who should know, is most provocative document on network-business reforms ever to reach Senate committee level.

B•T

PROCTER & GAMBLE, Cincinnati, understood to be considering dropping several daytime radio series on both CBS Radio and NBC Radio and will divert this money into network television and radio spots. Firm currently is sponsoring more than dozen daytime radio series on both networks. Decision to divert budget would not be made effective until after end of company's fiscal year, July 1.

B•T

THOSE NEW HOOPERS • C. E. Hooper Inc., with newly elected President James L. Knipe at helm and with re-entry into national rating picture timed for sometime in March, will step cautiously at first. Plan by company, relieved of contract commitments to A. C. Nielsen Co. on Feb. 28 [B•T, Jan. 17], is to issue initial ratings for key markets, grouped regionally or on size basis, then follow up with national pattern. Various rating methods are under consideration with no firm procedure yet decided.

B•T

TO ARBITRATE dispute between Whitney & Co. (investment bankers and owners of KOTV [TV] Tulsa) and Jerrold Electronics (tv community antenna pioneers) on cost for installation of system in Richland, Wash., George E. Sterling, former FCC member, has been retained by both sides. His judgment in appraising installation will be final. Mr. Sterling recently took on his first consultancy since leaving FCC last fall—with Northwest Radio & Television School.

B•T

KILGORE IN PERSON • Sen. Kilgore (D-W. Va.) has decided to assume chairmanship of Judiciary Committee's subcommittee which proposes to go into purported monopoly aspects in communications, broadcasting and manufacturing, including newspaper ownership. Both Sens. Langer (R-N.D.) and Kefauver (D-Tenn.) sought post. There's likelihood, too, that Joseph Burns, of law firm of Fulton, Walter & Halley, will become special counsel of subcommittee. He is associated with Rudy Halley, who was counsel to Kefauver crime committee when it became nation's top tv attraction in 1951.

WESTINGHOUSE Broadcasting Co., now temporarily quartered in three different New York locations (plus Washington and Philadelphia) may move soon to new headquarters to be built in Montclair, N. J. Decision expected any day.

B•T

VIGILANTE GROUP • Disclosure [B•T, Jan. 17] of threat to low band (chs. 2-6) tv allocations in light of military demands has caused consternation in station and engineering ranks. There's talk of top-level ownership-management group being formed, representing low band stations, to combat by force of logic any move toward pre-emption, citing paramount interest of public which has invested in excess of $6 billion in receivers, and prospect that military or other non-broadcast users can find their haven elsewhere—above 500 mc.

B•T

PANEL of members of FCC (following precedent established at NARTB convention in Chicago last year) will feature first-day session of 33d convention in Washington week of May 22. Chairman George C. McConnaughey will deliver principal address on "government day" with "quiz session," in which all members have been invited to participate, to follow.

B•T

WHO'S ON SECOND? Guessing game as to where major networks will seek second uhf (now that CBS has Milwaukee and NBC has contracted for New Britain-Hartford) continues but with no clues from either entity. NBC denies that it covets Portland, Ore., and George Storer insists KPTV (TV) (NBC affiliate in that market) isn't on block. Meanwhile, CBS is mum, presumably awaiting developments.

B•T

IT'S not likely that nomination of George C. McConnaughey to FCC will be heard by Senate Commerce Committee until at least around Feb. 16, regular meeting date of committee, according to indications from Chairman Warren G. Magnuson (D-Wash.) Reason: Sen. Magnuson left town over weekend on business trip to home state and wants to give public at least 10 days notice of hearing after his return Jan. 31.

B•T

TURN-ABOUT • NBC has completely reversed its policy toward selling paid religious time on network o&o stations. Qualifying factor is that program must be underwritten or recognized by some denomination. *Voice of Prophecy,* sponsored by Seventh Day Adventists and currently heard weekly on ABC and MBS, is understood to be first such program to gain acceptance by NBC.

KENYON & ECKHARDT, New York, planning big expansion of Chicago branch office. Agency has recently acquired Midwest account, Whirlpool washing machines, which will be serviced by Chicago office.

B•T

MEXICAN STANDOFF • While Mexican delegation is due to resume negotiations in Washington in April on bilateral agreement affecting standard broadcast assignments, there is strong support in U. S. for jettisoning whole concept of "gentlemen's agreement" on sharing of facilities. Before Mexico City conference collapsed Dec. 17, signs pointed to amicable settlement, but Mexico's eleventh-hour demands for clear channel duplication brought stalemate. Informed observers regard project as *kaput* and foresee authorization of fulltime for limited-time U. S. stations now assigned to Mexican clears.

B•T

NEHI Corp., Columbus, Ga., for its Royal Crown Cola, preparing to place quarter-hour program featuring Ames Boys in 195 television markets, in Class A time, effective mid-March. Contracts, placed by BBDO, New York, will run for 26 weeks.

B•T

FCC SECURITY • Next Civil Service list of government employes released for security reasons will show another from FCC, it's learned authoritatively. Last report [CLOSED CIRCUIT, Jan. 17] stating that single FCC employe released last year, as shown in Civil Service statement, was an attorney, was in error. Individual had clerical status in field service, identified with engineering.

B•T

DRAFTS of both major and special tv reports on hearings and investigations by Senate Juvenile Delinquency Subcommittee are under consideration by Sens. Estes Kefauver (D-Tenn.), Thomas C. Hennings (D-Mo.) and William Langer (R-N.D.), members during hearings. Parent Judiciary Committee has asked that subcommittee and studies be continued into 84th Congress with membership expected to be named shortly.

B•T

JOLLY GOOD SPORT • Danny Kaye, stage and screen comedian who has repeatedly turned thumbs down on U. S. tv offers, has completed 15-minute "goodwill" television film without fee for British Travel Assn., New York. Mr. Kaye narrates and appears in film clips in picture due for release on public service basis within month, according to Howard Connel, vice president, Ogilvy, Benson & Mather Inc., New York, which produced show for British Travel Assn.

12 to 216 or...

Mr. D. Clements Sperry, Otasco Advertising Manager, who has directed the expenditure of some half million dollars in radio advertising over KVOO during the past 22 years.

THE STORY OF A HALF MILLION DOLLARS AND TWENTY-TWO YEARS

On January 1, 1955 the Oklahoma Tire & Supply Company began its twenty-third consecutive year of newscast sponsorship over KVOO. This is an outstanding record of advertising consistency and is indicative of the year in, year out top value of KVOO service. As Mr. D. Clements Sperry, Advertising Manager for "Otasco" stated at the luncheon commemorating this renewal, "KVOO has always been one of our most important advertising buys, not only because it is our best value on a cost per listener basis, but also because it always delivers results, the kind you can check on the cash register! That is the most important reason why we are renewing our two daily newscasts for the twenty-third consecutive year, even in the face of a rate increase!"

Radio advertising as exemplified by KVOO, and so substantially confirmed by Oklahoma Tire & Supply Company, continues to be the best buy for anyone who needs to reach the great, buying minded audience of Oklahoma's No. 1 market at lowest per listener cost! Take the word and example of those who know — firms like Oklahoma Tire & Supply Company which has grown from 12 to 216 stores during the twenty-two year period of its KVOO news sponsorship!

No matter *what you* sell, you can tell more people about it at lowest per listener cost over KVOO.

Your nearest Edward Petry & Company office will gladly give you the profitable details.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

at deadline

BROOKLYN GRAND JURY SCHEDULES PROBE INTO BROADCAST 'BAIT-SWITCH'

GRAND JURY action against radio and television "pitch" advertising on New York area radio and television stations was to be placed in motion today in Kings County (Brooklyn) following charges by district attorney's office there that thousands of householders annually are "fleeced of many millions of dollars through fraudulent advertising" on radio and television stations.

District Attorney Edward S. Silver Friday advised Kings County Judge Samuel S. Liebowitz that his Rackets Bureau, over past eight months, has been assembling data on "airwaves gyps," with particular attention to sale of sewing machines, upholstery service, storm windows, vacuum cleaners and deep freezer plans. He said policemen and policewomen have posed as householders and have telephoned numbers given on behalf of advertisements on radio and tv, inviting advertiser to "con" them. He said he has amassed considerable documentary evidence showing that merchandise was not sold at price advertised on air, but at higher price, a process known as "bait and switch advertising."

Judge Liebowitz announced he would charge Brooklyn rackets grand jury on today (Monday) to hear evidence in presence of top representatives of New York area stations. He said he has invited radio and tv executives so that "these people who make it possible to advertise such bargains" will hear his charges to grand jury.

Wilder Challenges GE To Make WRGB (TV) Uhf

CHALLENGE to General Electric Co. to change its owned ch. 6 WRGB (TV) Schenectady, N. Y., to uhf ch. 17—similar to recommendation made in petition to FCC last month —made in letter by WTRI (TV) President Harry C. Wilder to GE President Ralph Cordiner. Mr. Cordiner unavailable for comment last week.

However, on Friday, Robert B. Hanna, GE broadcast station dept. manager, issued statement terming WTRI proposal "obviously not in the public interest." Move would "adversely" affect three-quarters of more than 400,000 tv owners in WRGB coverage area, he said. WRGB will oppose any such change, he added.

WTRI proposal, to change WRGB to ch. 17, make ch. 6 educational assignment in lieu of present ch. 17, and proposal by WROW-TV Albany to move ch. 10 into Vail Mills, N. Y., near tri-city area, were made subject of proposed rule-making last month by FCC [B•T, Dec. 20, 1954]. WTRI also appealed to Appeals Court in Washington against FCC approval of sale of WROW-AM-TV to CBS newscaster Lowell Thomas and associates (see earlier story, page 81).

Mr. Wilder called on GE to make move so as to bolster uhf as good business practice. He said Albany-Schenectady-Troy audience had invested $4 million in uhf coversions, and that uhf stations in area had invested from $2.5 million to $3 million in GE equipment. All this would be lost, Mr. Wilder said, if ch. 10 is allocated to Vail Mills and WRGB stays on ch. 6.

If necessary, WTRI president said, WRGB could join it at WTRI transmitter site, or on same tower, to keep changeover costs to minimum.

New GE Color System Claims Better Black-White

NEW method of colorcasting said to assure sharper monochrome pictures on home black-and-white receivers has been developed by General Electric Co., Pierre H. Boucheron, GE design engineer, revealed Friday in talk to joint meeting of Society of Motion Picture & Television Engineers and Institute of Radio Engineers in Chicago.

In GE method, he said, fuzziness of monochrome images caused by faulty registration when red, blue and green pictures are superimposed on black-and-white picture, is eliminated by picking up monochrome and color signals independently, then mixing them for transmission as single signal. This permits home monochrome set to receive only black-and-white part of signal while home color set receives both parts. Both pictures are sharper, he said, because color is added to black-and-white picture, rather than the black-and-white picture being formed by three color pictures.

Anti-Trust Suit Stays Put

RCA motion to transfer Justice Dept.'s anti-trust suit against RCA from U. S. District Court for Southern District of New York to Delaware District Court [B•T, Nov. 29, 1954] has been denied. Senior Judge John C. Knox of U. S. District Court for Southern District of New York ruled that "government complaint has to do with events that have taken place subsequent to litigation that was held in Delaware some 20 years ago. With every desire that this court be relieved of the burden of this action, I see no way [this is possible]."

ABC STEPS UP

ALL five ABC-owned tv stations will increase to maximum authorized operating power Feb. 1, Robert E. Kintner, president of ABC, is announcing today (Monday). Move will climax network's long-range $2 million program to provide superpower television for WABC-TV New York, WXYZ-TV Detroit, WBKB (TV) Chicago, KGO-TV San Francisco and KABC-TV Los Angeles. All stations after increase will operate with equivalent power of 316 kw.

Final step in network's superpower pattern is installation of first five GE 50 kw transmitters nearing completion. Transmitters have been designed to transmit FCC's approved standard color signals, Mr. Kintner said.

• BUSINESS BRIEFLY

PLENTY BREWING • G. Krueger Brewing Co., Newark, N. J., through Grey Adv., N. Y., has allocated greater portion of its advertising budget to radio and television than ever before. This year's campaign will promote slogan on weight emphasis (calorie content) on eastern seaboard from Maine to Delaware. In television, firm will use local participations on five-minute to half-hour shows. In radio, it will increase current radio spot campaign starting April and running through September.

DEALERS TO DURSTINE • Northern California Chevrolet Dealers Assn., embracing 165 Chevrolet dealers in 47 Northern California counties and Washoe County, Nev., names Roy S. Durstine Inc., S. F., to handle its advertising, effective immediately.

CLOTHING CAMPAIGN • Sweet-Orr & Co., manufacturer of work clothing, has named Peck Adv., N. Y., to handle its advertising, effective immediately. Company plans to spend over $100,000 in radio-tv spot announcement campaign, to start March 15 in 13 markets, and to run to end of year.

LEGWORK • Manchester Hosiery Mills, N. Y., for its Ironwork full-fashioned stockings, is devoting 70% of its advertising budget to television campaign. Firm is planning participations in fashion programs and homemaker shows on 10 tv stations in as many major cities, effective end of February. Contracts are placed through Ted Kauffman, director of advertising for Manchester Hosiery Mills, and will run for 13 weeks, up to Mother's Day.

L&M BUYS SPOTS • L&M filter cigarettes, N. Y., preparing radio-tv spot announcement campaign in 15 major cities, effective Jan. 31. Contracts, placed through Cunningham & Walsh, N. Y., will run for 52 weeks.

KFAB-NBC Affiliation Is Reportedly in Wind

END of CBS Radio affiliation with KFAB Omaha was characterized Friday as "surprise in the radio industry" by Harry Burke, KFAB general manager. CBS made radio affiliation with WOW Omaha as part of radio and tv affiliation switch to Meredith Publishing Co. stations in Omaha, Kansas City and Syracuse (see story page 62).

Mr. Burke said KFAB "has severed connections" with CBS and for several months has been negotiating with NBC for affiliation. He also announced operational changes at station. KFAB soon will close studios maintained since 1947 in Lincoln, Neb., and nine employes in Lincoln operation will move to Omaha headquarters.

Ade Hult to Resign

ADOLF N. (ADE) HULT, sales vice president of Mutual, reportedly will resign, effective about March, after serving network since its formation. He was with WGN Chicago from 1930 to 1934, when, with start of Mutual, he moved into network organization. Mr. Hult also is member of MBS board of directors.

FREE & PETERS

NOW REPRESENTS

WDTV PITTSBURGH

(KDKA-TV after January 31)

Another top Westinghouse Broadcasting Company TV outlet...another top Free & Peters TV market! KDKA-TV has the lowest channel, highest tune-in in the Pittsburgh market area. Over a million sets with built-in viewer loyalty, because Channel 2 is the pioneer in Pittsburgh.

For complete information, call your Free & Peters "Colonel."

Population—3,975,940

TV Families—1,256,400

Retail Sales—$5,098,764,000

Average Family Income—$5,800

WBC

WESTINGHOUSE BROADCASTING COMPANY, INC.

KDKA • KDKA-TV, *Pittsburgh;* **WBZ+WBZA • WBZ-TV,** *Boston;* **KYW • WPTZ,** *Philadelphia;* **WOWO,** *Fort Wayne;* **KEX,** *Portland;* **KPIX,** *San Francisco*

KPIX represented by THE KATZ AGENCY, INC.
All other WBC Stations represented by FREE & PETERS, INC.

at deadline

Operator Loyalty Test Arguments Set by FCC

ORAL argument scheduled March 7 on FCC's proposed rule-making to bar from commercial or amateur radio operator license any person who is member of Communist Party or similar group, or is not of "good moral character," according to order issued Friday. Proposal that operator license applicants would have to submit fingerprints has been dropped. Notice of intention to participate in argument is due by Feb. 21.

Decision to hold oral argument stems from variety of comments filed on proposal issued last June 11, FCC indicated. Rules changes proposed would make ineligible to hold commercial or amateur operator license "any person who is (a) a member of the Communist Party or any organization which has been required to register as a communist-action or communist organization under the Internal Security Act of 1950, or any organization which advocates or teaches the violent overthrow of the Government of the U. S. or of any political subdivision thereof; and (b) not of good moral character; factors for consideration to include (1) whether or not the person has been a member of any of the above-mentioned organizations and (2) whether or not the person has been convicted of any crime which is a felony under the laws of the jurisdiction in which the conviction was secured."

Ch. 10 Grant Proposed To K-SIX in Corpus Christi

TAKING middle-of-the-road approach, FCC Examiner H. Gifford Irion Friday issued initial decision proposing to grant ch. 10 at Corpus Christi, Tex., to K-SIX Television Inc. and to deny competitive bids of Superior Television Inc. and KEYS-TV Inc. He found Superior's proposals unrealistic and "lavish" for size of market involved whereas KEYS-TV Inc. did not measure up to either of its competitors.

Examiner favored K-SIX Television on basis of past performance of KSIX there, integration of ownership and operation, and diversification of mass media of communication. K-SIX Tv Inc. is owned 51% by KSIX, with Vann M. Kennedy as president of both. There are nearly 60 stockholders in tv firm, including nine KSIX employes.

Superior is owned 25% each by J. D. Wrather Jr. and Maria Helen Alvarez, principals in KFMB-AM-TV San Diego and former owners of KOTV (TV) Tulsa. They still are directors of KOTV, decision said, and Mr. Wrather holds permit for ch. 44 WJDW (TV) Boston. Three local stockholders own remaining interest in Superior.

KEYS-TV Inc. is owned one-third each by Sam E. Wilson Jr., Bruce L. Collins and group identified with ownership and operation of KEYS there. This includes E. C. Hughes, H. B. Lockhart, Earl C. Dunn and Charles W. Rossi. Mr. Collins has area theatre interests.

WWOD Sold to Bahakel

SALE of WWOD-AM-FM Lynchburg, Va., by D. H. Dillard and associates for $75,000 to broadcaster Cy N. Bahakel filed with FCC Friday. Buyer owns WABG Greenwood and WKOZ Kosciusko, Miss.; WKIN Kingsport, Tenn., and WPLH Huntington, W. Va.

JOLT FOR JUKES

RENDITIONS of musical compositions on coin-operated machines (juke boxes) would be termed "public performances for profit" and thus subject to performance rights and fees under provisions of bill introduced Friday by Sen. Harley M. Kilgore (D-W. Va.) and nine other senators. Bill was referred to Senate Judiciary Committee.

WTVW (TV) Sale to Hearst Put Before Commission

APPLICATION for FCC approval of $2 million purchase of ch. 12 WTVW (TV) Milwaukee by Hearst Corp. [B•T, Jan. 10] filed Friday. Hearst, which owns WISN Milwaukee, also filed petition to dismiss its application for ch. 6 at Whitefish Bay (Milwaukee).

Two million dollar purchase price covers up to $1,100,000 commitments for completion of WTVW. Application showed that as of Nov. 30, 1954, WTVW had total assets of $1,262,474, of which $114,397 was current assets. Current liabilities totaled $1,095,018. Papers showed that WTVW lost $145,836 between May 14, 1954, and Nov. 30, 1954.

GOP to Select Date

REPUBLICAN National Committee will meet Feb. 17 in Washington's Hotel Statler to choose date and site for 1956 Republican National Convention, GOP Chairman Leonard W. Hall announced Friday. Republican site committee, of which Mr. Hall is also chairman, will meet Feb. 16 to draw up recommendations for submission to parent body.

SDX Seeks Awards Entries

LAST CALL for nominations in 1955 awards competition for distinguished achievements in journalism announced Friday by Sigma Delta Chi, national professional journalism fraternity. Work must have been completed between Jan. 1 and Dec. 31, 1954. Included among 14 categories for which bronze medallions and plaques will be given are radio or tv newswriting, radio or tv reporting, public service in radio journalism, public service in television journalism. Nominations and material should be addressed to Sigma Delta Chi Awards in Journalism, 35 E. Wacker Drive, Chicago 1.

UPCOMING

Jan. 25: Radio & Television Executives Society Seminar, Toots Shor's Restaurant, New York.

Jan. 26-28: NARTB Radio, Tv Boards meet, Hollywood Beach, Fla.

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

Jan. 27-29: South Carolina Radio & Tv Broadcasters Assn., Clemson House, Clemson, S. C.

For other Upcomings, see page 101.

FAIRFAX M. CONE, president of Foote, Cone & Belding, appointed honorary chairman of Advertising Federation of America convention, Chicago, June 5-8. Panel of judges named to select "Advertising Woman of the Year" for 1955, sponsored by AFA's Council on Women's Advertising Clubs, consists of **ROBERT GRAY,** manager, advertising sales promotion, Esso Standard Oil Co., N. Y., chairman; **EARLE LUDGIN,** president of Earle Ludgin & Co., Chicago, and **BEATRICE ADAMS,** executive vice president of Gardner Adv., St. Louis. Presentation of award will be made at AFA's convention by Miss Adams, winner of 1950 award.

ROBERT E. WRIGHT, formerly account executive at J. H. Kennedy Adv., appointed vice president in charge of marketing services, public relations, publicity and industrial advertising at Roberts, MacAvinche & Senne, Chicago agency.

WARREN REBELL, director of sales and public relations for Advertest Research, to Calkins & Holden, N. Y., as director of research.

RICHARD F. GORMAN, member of copywriting, merchandising and research departments, Foote, Cone & Belding, appointed assistant sales promotion manager at Admiral Corp., Chicago.

ROBERT J. CLARKE, who has been with Geyer Adv., N. Y., since 1949, named television art director of agency.

CHESTER BURGER, national Newsfilm manager, CBS-TV, to Ruder & Finn Assoc., N. Y., public relations firm, as member of sales and planning staff. He is succeeded by **FRANK DONGHI,** foreign Newsfilm manager, who also continues in that capacity.

DAVID WILLIAMS, tv network sales service, ABC Chicago, and **WILLIAM SHARTIN,** formerly with Gill-Perna, station representative firm, to Weed Television, Chicago, as account executives.

Lamb Withdraws Petition

WICU (TV) Erie, Pa., Friday withdrew its petition for severance of issues and immediate decision on qualifications of owner Edward Lamb in license renewal hearing before FCC Examiner Herbert Sharfman (early story page 79). Brief said in view of opposition statement by FCC Broadcast Bureau that Commission's direct case is not concluded, WICU also wished to postpone its further cross examination of certain Broadcast Bureau witnesses until such time as FCC case is concluded. WICU severance pleading, which charged Broadcast Bureau case was bankrupt of any evidence which would disqualify Mr. Lamb, was to have been argued before examiner today (Monday).

KQV Sale Called Off

SALE of KQV Pittsburgh to Tele-Trip Policy Co. [B•T, Dec. 6, Nov. 1, 1954] "mutually cancelled," it was announced Friday, following disagreement over naming of KQV key personnel in amended Irwin ch. 4 (Pittsburgh) application, filed Nov. 29, in behalf of new Television City group (comprising Messrs. Irwin D. Wolf and Earl F. Reed and associates, present owners of KQV). Contract had called for $740,000 payment for the CBS-affiliated Pittsburgh station. Tele-Trip, aviation insurance firm, is owner of KPOA Hawaii and WTAC Flint, Mich. In making known cancellation of proposed sale, KQV also announced renewal of CBS affiliation to June 1957.

the week in brief

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NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Don't be a target for WINTER AILMENTS!

The raw and chilly months of winter used to be dreaded because of the serious health threats that came with them. Pneumonia, for instance, was especially feared.

Just a few years ago, this disease claimed one out of every three of its victims. Now, fortunately, the threat of pneumonia is much less serious because the sulfa drugs and antibiotics are so effective in most cases.

Pneumonia is still dangerous when treatment is delayed. This was shown in a recent study of 15,000 cases. The case-fatality rate was *twice* as high for patients treated after the fourth day of illness as for those treated earlier.

This is why you should call the doctor immediately when you suspect pneumonia. When treated promptly, pneumonia can usually be cured in a surprisingly short time.

What can you do to escape becoming a target for pneumonia? One of the wisest things is to take proper care of yourself when you have a cold. In nine out of ten cases of pneumonia, colds occur before pneumonia develops.

Should you "come down" with a cold, stay at home and rest in bed, eat lightly and drink plenty of liquids. *If a cold persists . . . and especially if you develop a slight fever . . . get in touch with your doctor promptly.*

High fever makes the difference between a "slight cold" and a "serious cold," because it usually means that complications have developed. If, in addition to fever, you also have *chills*, *painful coughing* or *difficult breathing*, report these symptoms to your doctor at once, for they almost invariably indicate pneumonia.

While winter is upon us, it is important to protect your general health. You may do this if you get all the sleep you need, eat a balanced diet and avoid exposure to severe weather unless properly dressed. In addition, keep away from anyone already suffering from a respiratory ailment.

By guarding your health, your resistance to colds, virus infections and pneumonia may be increased. In the event you develop one of these ailments, your ability to fight the infection and recover quickly will be greater.

If you would like more information on how to help avoid becoming a target for winter ailments, Metropolitan will gladly send you a free copy of its booklet, *Respiratory Diseases.*

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

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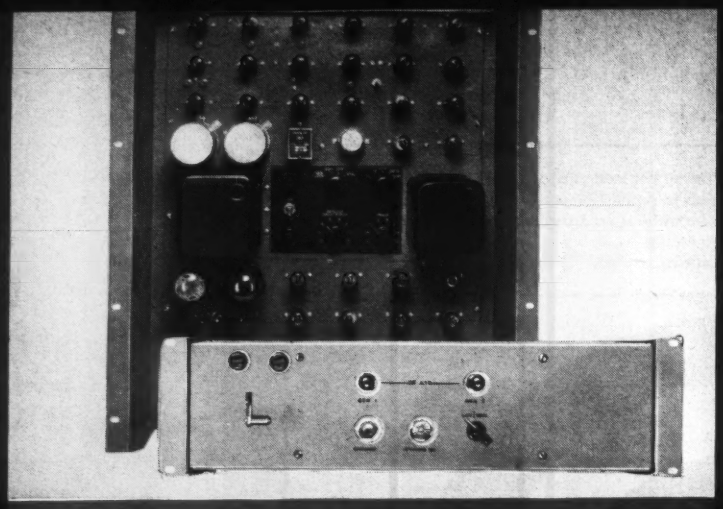
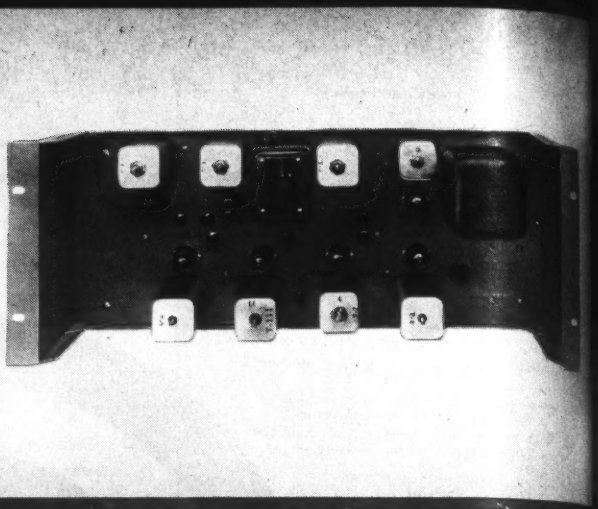
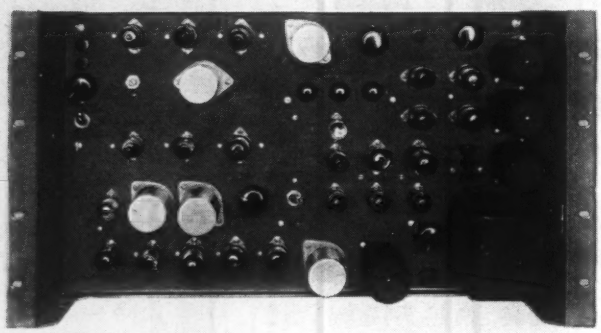


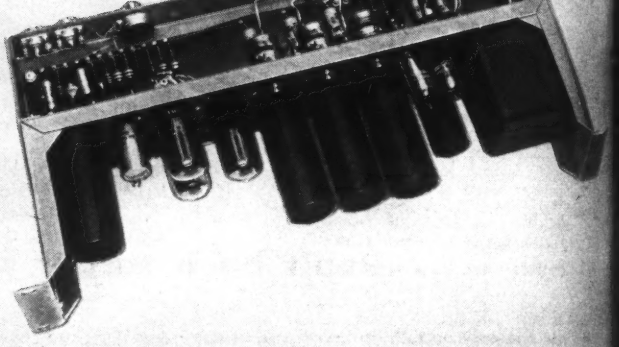
NEW STUDIO SYNC GENERATOR TG-2A (Field Generator is Type TG-12A). Combines sync generator, dot generator, Genlock, grating generator, regulated power supply—on a single chassis. Automatic Changeover Switch MI-26289 (illustrated) is a companion unit for convenient switching between two sync generators.



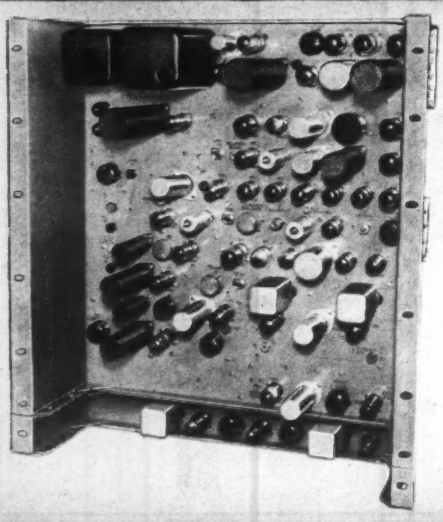
NEW COLOR FREQUENCY STANDARD MI-40201. Source of 3.58 mc color subcarrier used with sync generator to complete synchronizing function for color operation. A counter chain is included to provide means for locking the sync generator to the color subcarrier.



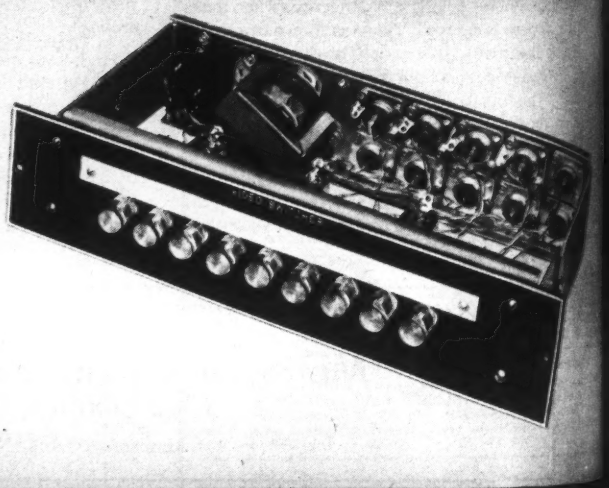
NEW COLOR STABILIZING AMPLIFIER TA-7B. In the studio, it performs all normal Stabilizing Amplifier functions—plus improved operation with the Genlock. At transmitter, it provides the white stretch required for color operation. Corrects frequency response for transmission losses.



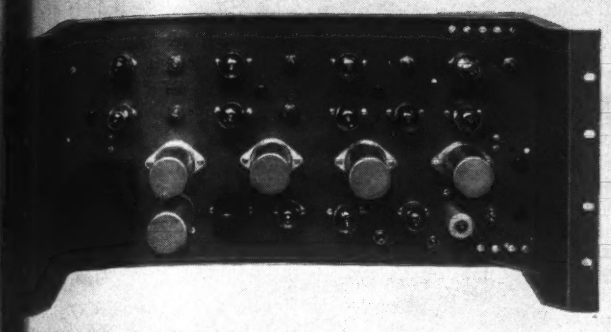
NEW PULSE DISTRIBUTION AMPLIFIER TA-4A. Regenerates degraded pulse signals. Restores rise time. Removes overshoots and spikes. Eliminates hum, surges, tilt. Provides sending-end termination for better long-line performance.



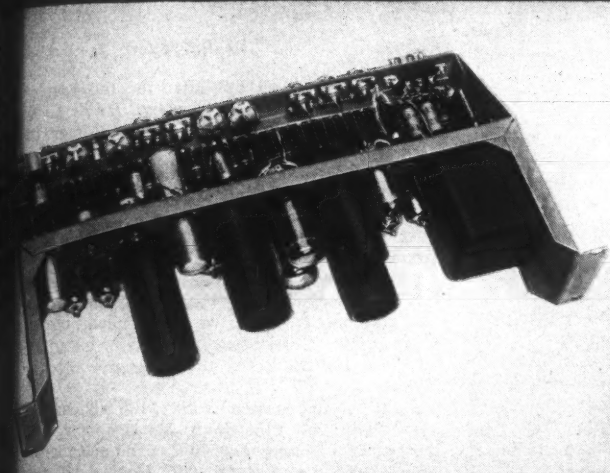
NEW COLORPLEXER TX-1B combines on a single chassis all circuits needed to produce a composite color signal from color primary signals of the live camera, film camera, or color bar generator. Newest design features improved stability and retrace blanking.



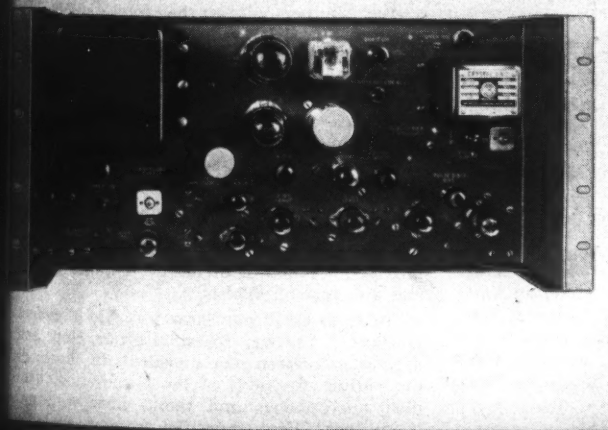
NEW VIDEO SWITCHER MI-26277. Ideal for monitor switching in announce booth, projection room, program consoles . . . wherever monitors may be located. The inexpensive means for modernizing your present switching installation.



NEW BURST FLAG GENERATOR, MI-40202A. Generates keying pulse for injecting subcarrier bursts into Colorplexer. Burst position, burst width, keying pulse amplitude are adjustable with high accuracy. A "must" equipment . . . and a companion to the RCA Color Frequency Standard.



NEW VIDEO DISTRIBUTION AMPLIFIER TA-3A. Feeds up to 3 low-impedance lines from single high- or low-impedance source. Has extended low- and high-frequency response. 40-db isolation between output lines. Excellent linearity and gain characteristics. TA-3A is good for color.



NEW COLOR STRIPE GENERATOR WA-8A. Enables you to transmit color test signals along with regular monochrome signal. Useful for receiver adjustment throughout the program day. The inexpensive "must" for TV stations planning color.

9

NEW TV EQUIPMENTS

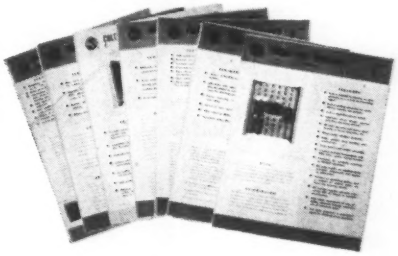
...for better monochrome and color

Illustrated here are a few of RCA's new, improved video designs for monochrome *and* color operation —*from the most comprehensive line of television equipment in the industry.*

Engineered in accordance with the best television practice, these units are designed for progressive TV stations looking for new ways to keep picture quality "up-to-the-minute." They offer improved operating efficiency and economy. They save as much as ⅔ the rack space of previous designs.

RCA improved Video Equipments are already in operation in well-known TV stations throughout the country—on both monochrome *and* color. For complete information on the entire line, call your RCA Broadcast Sales Representative. In Canada, write RCA Victor, Ltd., Montreal.

Free technical folders on RCA Video units. Simply tell your RCA Broadcast Sales Representative the number (listed below).



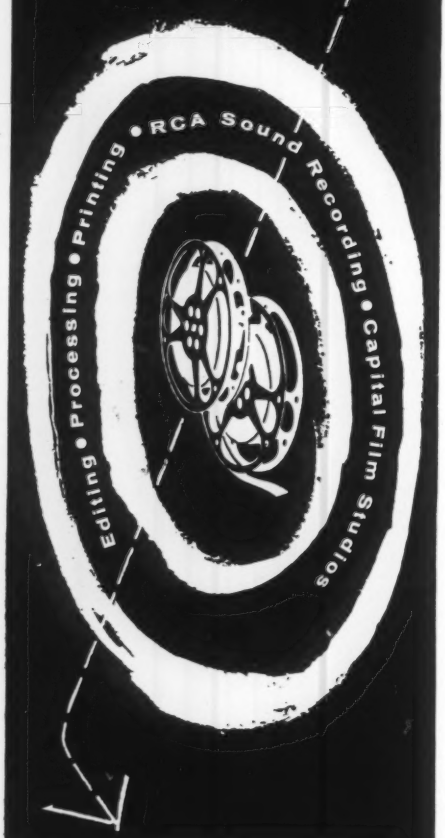
Item		Cat. No.
TA-3A	Video Distribution Amplifier	B.2502
TA-4A	Pulse Distribution Amplifier	B.2504
TA-7B	Color Stabilizing Amplifier	B.86
TG-2A	Studio Sync Generator	B.3400
TX-1B	Colorplexer	B.878
WA-8A	Color Stripe Generator	B.6067
MI-26289	Sync Generator Changeover Switch	B.3402
MI-40201	Color Frequency Standard	B.872
MI-40202A	Burst Flag Generator	B.874

RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

In Movie & TV Circles it's



CAPITAL
FILM LABS, INC.
Formerly McGeary-Smith
1905 Fairview Ave., N.E.,
Washington 2, D.C.

TV READER'S DIGEST

DON'T judge by appearances; you can't tell a book by its cover; actions speak louder than words—all those and other time-tested adages were brought to mind by "The Last of the Shooting Sheriffs," opening presentation of *Tv Reader's Digest,* which started Jan. 17 as a Monday, 8-8:30 p.m. EST, series on ABC-TV.

The half-hour drama depicted an old time sheriff, whose exploits in shooting it out with many of the most notorious bad men of the Old West had made him a living legend. He is brought out of retirement to serve as marshal of Silver Town and when he arrives to take over his new assignment he is a disappointment to many of the townsfolk, especially to the hero-worshiping small boys. Instead of a swaggering fighter, here is a quiet old man, riding not a dashing charger but a plodding mule. He carries his gun with his other belongings in a satchel and shoots it two-handed.

When a gang of drunks shoot-it-up outside his quarters in the middle of the night without provoking any action on the marshal's part—he rounds them up in the morning when they're sleeping it off and he can arrest them without trouble—the townspeople decide it's time for him to go. But, as he's leaving there's a bank holdup and, so deliberately as to be agonizing, he draws his gun, levels it and shoots the driver of the get-away car, then the other bandits as they attempt to flee from the wrecked vehicle.

The townspeople cheer, the small boys are in seventh heaven and all ends as gloriously as the shining new Packards displayed in the program's commercials. Homely virtue has triumphed, in good *Reader's Digest* style, the style that has made the magazine whose pieces are dramatized in this new tv series the most widely distributed magazine in the nation. It will take more than one program to tell whether the television series will be equally popular, but it certainly got off to a good start.

Production costs: Estimated at $30,000.
Sponsored by Studebaker-Packard Corp. through Ruthrauff & Ryan on ABC-TV Monday, 8-8:30 p.m. EST.
Created and produced by Chester Erskine.
Production coordination by Conne-Stephens, American National Studios.
Directors: William Beaudine, William Seiter, Harry Horner and others. Mr. Beaudine directed the opening program.
Writers: Frank Gruber, Stephen Longstreet, George Beck, Chester Erskine and others. Mr. Gruber wrote the first program.
Director of Photography: Lester Shorr; script supervisor: Howard J. Green; art director: C. Daniel Hall; editorial supervisor: Jason H. Bernie; film editor: Walter Hanneman.
Host for series: Hugh Reilly.
Cast of premiere: Russ Simpson as Sheriff Jim Roberts; John Hamilton, Chubby Johnson, Francis MacDonald, Bill Fawcett, Dick Reeves, Jimmy Hawkins, Bobby Taylor, Tommy Kirk, Al Wyatt, Red Morgan.

NEW RED SKELTON SHOW

THE *New Red Skelton Show* viewed Jan. 11, the second telecast of the new series, seemed an improvement over the old *Red Skelton Show.*

In the earlier series, Red had to spread himself over the lot, switch to several characterizations, bring on dancing girls, and the other appurtenances to pad out an hour-long "variety" show.

In the new show, Red—or his managers—has had the sense to pull his hi-jinks together into a short, one-dimensional half-hour. It makes much more sense. After all, Red is a clown—in the classic American tradition—and a single gag running for half-an-hour is enough for him to get his slapstick, pratfalls and horseplay across.

In the Jan. 11 program, the tired vaudeville skit about the grown man in the fourth grade was used. Attending the Skelton clowning were Reginald Denny as Red's English butler, Diana Lynn as the pretty schoolteacher, and a group of boys right out of Central Casting. It had its moments.

Production costs:
Sponsored by Pet Milk Co. through Gardner Adv. Co. and S. C. Johnson & Son through Needham, Louis & Brorby, alternating weekly.
Broadcast Tuesdays, 9-9:30 p.m. EST on CBS-TV from Hollywood.
Starring Red Skelton and guests.
Producers: Douglas Whitney, Jack Donahue; director: Jack Donahue; executive producer: Cecil Barker.
Music conductor: David Rose.
Writers: Paul West, Jay Gommers, Lou Meltzer.

MOTORAMA

TWO things stand out after the full hour of Wednesday's "Motorama" show, *Here's Looking at You,"* sponsored by General Motors on NBC-TV.

GM can pay a tv comedian for an hour's stint at the yearly rate of some of its highest-incomed executives.

GM produces some pretty sleek looking automobiles.

Since the main purpose of the program was to convey the latter thought in an extravaganza coast-to-coast, we must chalk up the show as a success regardless of how many production faults filtered the program's effectiveness.

The show opened with $100,000-per-hour Bob Hope on film doing his customary solo appearance peppered with gags and much laughter on the sound track. Mr. Hope didn't miss a trick or a chance to use as many inexpensive gags as possible. Some of the better ones: on money (ergo, it is GM's Buick Division which stuffed Jackie Gleason's money belt with a fat, financial tv contract)—"When I heard the salary I came (to New York) by suction"; on New York's Waldorf-Astoria, where "Motorama" opened its nationwide tour—"It is the first time I had a house detective ask me if I had a Corvette in my room." The usual quips on Jack Benny and Hollywood traffic were pulled out of the Hope chest.

Once Mr. Hope was taken off film and appeared "in person" at the auto exhibit, the program settled down to a more leisurely pace and the ad-libbing to a vocabulary of such remarkable remarks as "sure great, yeah, that's wonderful" or "beautiful, beautiful."

Viewers were taken on the grand tour of "Motorama." They were shown fabulous automobile models, with some chic girls doing a fashion bit near the program's conclusion to assure the home audience that all this money and glitter were not to be devoted solely to the inanimate Fisher Body productions. Also provided was a full orchestra, a mixed chorus and a couple of soloists.

Guide to GM's car show was GM President Harlow H. Curtice. Messrs. Curtice, Hope and a good half-dozen vice presidents in charge of the various divisions of the corporation, handled microphones and sound lines with uncanny luck. Throughout the program, the odds were heavy that somebody would trip over a microphone cord. As it was, the sundry cameras, cameramen, engineers and floor di-

BIGGEST

shot-in-the-arm TV ever had!

56 FIRST-TIME-ON-TV "A" FILMS WITH TOP STARS!

56 GOLDEN WEEKS OF TOP RATING TV!

Here's a real gold mine for any station, any sponsor–a treasury of 56 first-run feature films of top box-office calibre! As a matter of fact, many of these films are so new that they are actually still in release! Naturally, we can't mention their titles, but look at the star-spangled names that appear in them!

WOR-TV, New York, who's "Million Dollar Movie" is sold out with an 84.2 rating has purchased the entire package of 56 features.

Associated Artists Productions, Inc., world-wide producers and distributors of films for television, has offices at 345 Madison Ave., New York City, regional offices are currently being organized in principal cities.

Don't wait! Get a big box-office audience for your station...your product!

ASSOCIATED ARTISTS PRODUCTIONS, INC.
345 MADISON AVENUE • NEW YORK CITY
MU 6-2323

call AAP now!

It's the same difference...

The difference that sets WCBS-TV apart from all other stations in New York is its policy to devote the same effort, ingenuity and production skill to each of its programs, whether in the field of entertainment or in the area of education and information.

It is this "difference" that last year won for WCBS-TV the largest average audiences in New York, day and night.

It is this same "difference" that in 1954 earned for WCBS-TV high praise from the critics and the community for the largest schedule of public interest programs of any station in New York—plus a George Foster Peabody medal.

Finally, it's this same "difference" that last year persuaded advertisers to invest more of their dollars with WCBS-TV than with any other New York television station.

This distinction can make a big difference in sales to any advertiser who wants to get the most out of television in 1955.

WCBS-TV New York, Channel 2

CBS OWNED. Represented by CBS Television Spot Sales.

Folks are sittin' up...

and taking real buying-type notice of the late movies here. They're open for participation 10:15 to 11:15 p.m.

SUCCESS STORY:

For instance, a large drug store sold over $25,000 in traffic appliances in one week by using late movie spots!

affiliated CBS DuMont

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

rectors had all they could do to duck out of the line of sight of the live camera. Some didn't quite make it, and the viewer, among other peculiar sights of paraphernalia, had quick glimpses of anonymous fellows doing the 100-meter dash.

The show's sights were interesting, particularly the Cadillac with an ermine-trim interior, floor-matted with mouton. The creative GM auto lines of the "future" were quite fancy, too. The visit with the Frigidaire Division's gadgeted kitchen of the future was rushed a bit to the detriment of the women in the tv audience.

For all the staging and production which went into the program, we can't help toying with the thought of how many Chevrolets, Oldsmobiles, Pontiacs, Buicks and even Cadillacs one can buy for $100,000. Or, perhaps Mr. Hope prefers a few of each.

Production cost: Approximately $120,000.

Sponsored by General Motors Corp. through Kudner Agency for one-time telecast on NBC-TV, Jan. 19, 9-11 p.m.

Master of ceremonies: Bob Hope.

Music direction: Victor Young, Edward Hayman.

Singers: Priscilla Gillette, David Atkinson.

Announcer: Frank Gallup.

OPEN MIKE

Appreciation

EDITOR:

I have had the pleasure of reading the editorial, "When the Whirlwinds Blow," in your issue of Jan. 10 and I want you to know how much I appreciate it.

Your comments are indeed generous. Such kind words are truly encouraging for my associates and me, and I hope that we may always be able to carry out our responsibilities in a manner deserving of your support.

J. Edgar Hoover, Director
Federal Bureau of Investigation
U. S. Dept. of Justice
Washington, D. C.

Social Impact

EDITOR:

It's always welcome news to learn of the social impact television has on the American scene.

In our own backyard, the Parent-Teacher League of the Pawtucket Christian Day School agreed that "television can be an asset in child education and entertainment if parents apply adequate selectivity to child viewing."

Jay Hoffer, Promotion Mgr.
WJAR-TV Providence, R. I.

It's Lessing, Not Lyon, for KRNT

EDITOR:

Thanks for listing our appointment as agency for the Cowles Broadcasting Co. in your Jan. 3 issue. However, part of it is in error in that we are handling only KVTV (TV) Sioux City and WNAX Yankton.

KRNT Des Moines is handled by another agency from whom you will probably receive a complaint, but I just wanted to get the matter straight with you in case you thought running a correction was necessary.

W. D. Lyon, Pres.
W. D. Lyon Co., Cedar Rapids, Iowa.

[EDITOR'S NOTE: Although it made no complaint, B•T is glad to set the record straight and state that the agency for KRNT is Lessing Advertising Co., Des Moines.]

WBAT Raised the Donors

EDITOR:

With reference to your column IN THE PUBLIC INTEREST ("WMRI (FM) Raises Donors") [B•T, Dec. 13, 1954], we would like the true facts, as they really are, published:

The appeal was broadcast over WBAT at the direct request of the Marion General Hospital Administrator, Mr. Roy House.

Mr. House said: "We called WBAT, and only WBAT, for the emergency appeal for blood to rebuild the blood bank at the hospital. All eleven donors came as a direct result of the appeal over WBAT . . ."

I feel we are due the courtesy of a printed explanation in B•T. We are not the ones at fault in this matter and still feel that an injustice has been done to WBAT . . .

Bill Richards, Program Dir.
WBAT Marion, Ind.

[EDITOR'S NOTE: B•T's story, crediting WMRI (FM) Marion with getting eleven donors out on a Sunday evening to replenish the hospital's blood bank, was based on a letter from Richard E. Stanley, secretary, Chronicle Publishing Co., licensee of WMRI. After WBAT had pointed out that it, not WMRI, had actually broadcast the appeal, Mr. Stanley wrote that a *Chronicle* reporter had told him that Mr. House had credited WMRI with getting the needed blood. "Mr. House told me he is positive he told McGrew that it was WBAT. As a matter of fact, if I had used my head, I would have realized it couldn't have been our fm station because we sign off at 6 p.m. Sunday . . . It appears to be a matter of misunderstanding, although a most embarrassing one to the Chronicle Publishing Co., to WMRI and to me personally . . ."]

What Georgia Needed

EDITOR:

As a student of the U. of Georgia and a major in radio-television-journalism, I was overjoyed to see your article on Georgia [B•T, Dec. 27, 1954]. I believe that it was just what Georgia needed and I wish to thank you for having the foresight to realize this . . . I feel as though I speak for the youth of Georgia and the South in saying "thank you."

Sylvia Downs
Henry Grady School of Journalism
U. of Georgia, Athens, Ga.

EDITOR:

. . . a remarkable job of reporting.

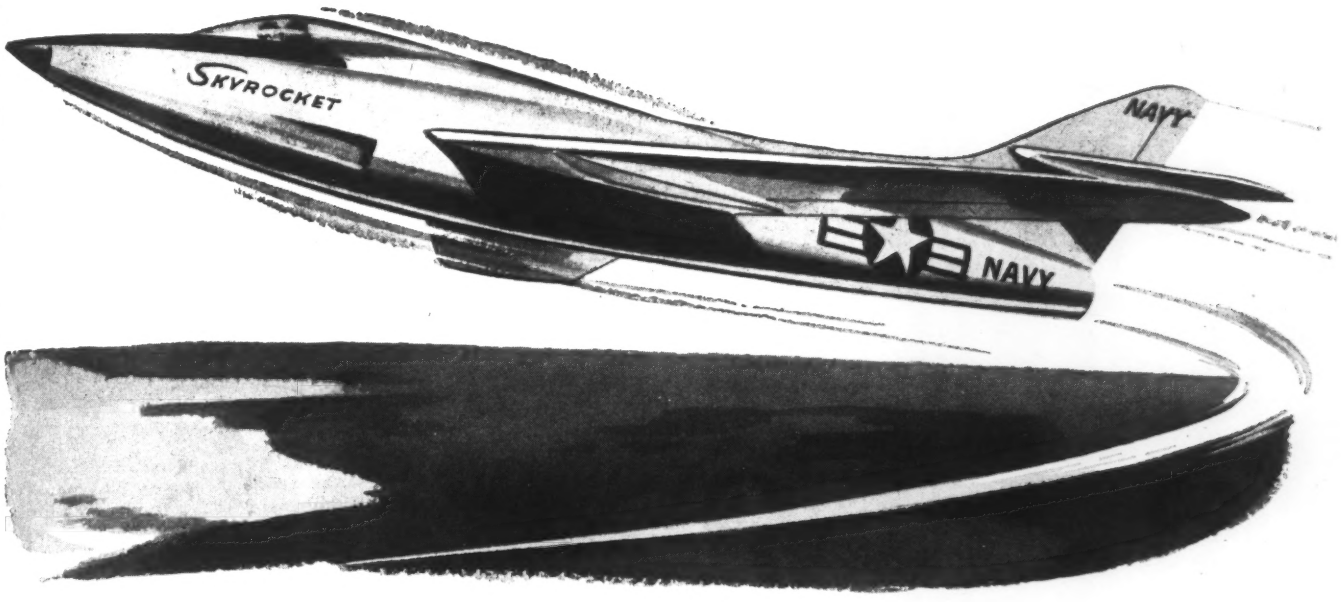
James Saxon Childers
Editor
Atlanta Journal

EDITOR:

. . . The story was a lulu . . . You may be sure it will be most useful to us.

A. D. Willard Jr.
President-Gen. Mgr.
WGAC Augusta, Ga.

[EDITOR'S NOTE: Reprints of the 12-page article, *Georgia*, are available from B•T at $4.50 for 25 copies, $9 for 50 and $15 per hundred.]



YOU MIGHT FLY 1,327 M. P. H.—*

BUT . . . YOU NEED WJEF RADIO TO BREAK RECORDS IN GRAND RAPIDS!

CONLAN RADIO REPORT
METROPOLITAN GRAND RAPIDS
NOVEMBER, 1953

	Morning	Afternoon	Night
WJEF	29.6%	30.8%	33.1%
B	26.3	22.8	28.6
Others	44.1	46.4	28.3

WJEF, Grand Rapids, is the top radio buy in Western Michigan's Number 1 market—morning, afternoon and night. Conlan figures, left, prove it. Of the area's 116,870 radio homes, WJEF delivers:

12.6% more morning listeners than the next station—
25.2% more afternoon listeners—
9.6% more evening listeners!

WJEF *also costs less* than the next station. On a 52-time basis, you can actually buy a daytime quarter-hour for less than 25¢ per-thousand-radio homes!

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

Avery-Knodel, Inc., Exclusive National Representatives

* *Scott Crossfield of the USAF set this record in November, 1953, flying a Douglas Skyrocket.*

They're digging for oil down in Georgia. Haven't found any yet, but with that never say die spirit they've already drilled sixty holes in the rich Southern Georgia area where our megacycles and kilocycles go gallivantin' daily.

Just means one thing—there's money there now and, with such perseverance, there's going to be oil one of these days.

No use waiting. You might just as well be draining off some of that wealth and, while we might be prejudiced, we just don't believe you can find a better way than to put us to work for you. We are that friend of the family you look for when you really want to get next.

The local folks down here have already found us mighty friendly. They believe in us too, and consequently WMAZ Radio carries more local dollar volume than the other network outlets combined. The Katz boys can tell you all about our radio operation, and if it's TV you want, just contact Avery-Knodel.

Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to EMANUEL SACKS

IF Manie Sacks carried his office in his hat he would have to wear at least three fedoras. His jobs: vice president and general manager of RCA Victor's record division, staff vice president and assistant to the board chairman of NBC and a staff vice president of RCA.

Mr. Sacks doesn't have three offices to keep up with these separate activities, but he does have two. Each is located in Rockefeller Plaza —one on the towering 53rd floor of the RCA Bldg., the other on the 32nd floor of the International Bldg. At both offices he receives upwards of 100 calls per day. These may range from an old Philadelphia friend who wants to get his television set fixed to the "Victrola" Phonograph Division seeking his advice on a new high-fidelity phonograph or a Broadway producer inviting him to attend the audition of a new Broadway show. His battery of secretaries handles an output of correspondence which extends to every front of show business.

The multiplicity of Mr. Sacks' interests as he commutes between his two offices often means that in the course of a few hours he gives his advice and counsel in a variety of different areas pertinent to all phases of RCA activities. This can include a decision on the market potential of a forthcoming tape reproducer to be introduced by the RCA Engineering Products Division, to the budget for the advertising and promotion campaign scheduled to push the high-fidelity demonstration disc "Hearing Is Believing."

Manie Sacks came to RCA in 1950 to a job that fits his personality and background perfectly. As vice president on the staff of Board Chairman Brig. Gen. David Sarnoff and RCA President Frank Folsom, he is in touch with all of the corporation's artist relations. His advice is sought and welcomed in all of RCA's broadcasting, televising, recording and manufacturing subsidiaries. As part of his Record Division activities he may fly to a key city to straighten out a distribution problem, or tackle a manufacturing wrinkle at the Rockaway, N. J., or Indianapolis plant. He is frequently on the wing to Hollywood to study sales and merchandising trends or look over the talent picture.

Mr. Sacks is fully aware of the importance of television in spawning new entertainment stars and solidifying the position of established personalities. Perry Como, Eddie Fisher, Dinah Shore and Tony Martin are prime examples of the new show business in which television has given all facets of artists' careers a fresh significance."

The reason for this, according to Mr. Sacks, is two-fold:

(1) Television has developed a new group of stay-at-homes, and many of these stay-at-homes have become freshly interested in records.

(2) The artists themselves have a new national showcase arena in the tv medium which constantly keeps them in the public spotlight—and the spotlight stimulates record sales.

Mr. Sacks' knowledge of the recording and entertainment business enables him to make fast-moving decisions which have helped to increase the record department's sales volume considerably during the time he has been in charge.

In 1938, Mr. Sacks became a member of the staff of the Music Corp. of America, the world's largest musical and theatrical agency. Prior to that he was in Philadelphia with Ike and Leon Levy at radio station WCAU. While affiliated with MCA, he made a valuable contribution to the band business by convincing the managers of several eastern county fairs that bands, instead of freak shows or trapeze acts, should be featured attractions. This was done during the depth of the depression when unemployment was at its height and both bands and fairs were going into bankruptcy. Both Eddy Duchin and Guy Lombardo, whom Mr. Sacks had sold to the Brockton, Mass., and Allentown, Pa., fairs, played to overflow crowds nightly.

Although long a familiar entertainment world personality, Mr. Sacks did not become a national figure until 1940 when he was vice president of Columbia Records. As an A and R man, or executive in charge of artists and repertoire, he selected the songs to be recorded, the artists who would sing them, the bands which would play them and the arrangements to be used in their execution. He came directly to RCA from Columbia, after discovering and building the careers of many of today's biggest names in show business.

Mr. Sacks is a native Philadelphian. He was born in the Quaker City on Jan. 30, 1904. During his business career there he was a director of two banks and the youngest member ever to serve on the board of each institution.

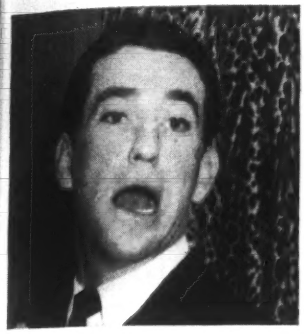
Although he currently maintains a bachelor New York residence at the Essex House, Mr. Sacks still considers himself a Philadelphian and returns regularly to visit his home there.

How he finds time for all his activities, interests and contacts is one of the keys to Mr. Sacks' success. He answers every piece of mail in his tremendous correspondence and he talks on the telephone with as many callers as he can. Although he has not had a vacation in eight years, he plays an occasional round of golf and considers going to shows and nightclubs his chief form of relaxation.

Mr. Sacks' many friendships have made "I'm gonna call Manie about that" one of the bywords of Broadway.

SOUPY's ON

outrates 11:00 p.m. news in Detroit



Detroit's most popular comedian, Soupy Sales, has done it again! On top of his tremendous "12 O'Clock Comics" success, he has now upset tradition by outrating 11:00 PM News (on all three competing stations) with a variety show. In fact, in the past 6 months "Soupy's On" outrated News 112 out of 160 days! The show features Soupy's zany comedy, music by the Hal Gordon Quintet, plus name guests such as Marilyn Maxwell, Duke Ellington, Ronnie Gaylord, Earl "Fatha" Hines, Crew Cuts.

Latest "Soupy's On" rating, 10.5!

Weekdays, 11:00 to 11:15 PM (participating).

WXYZ · TV

CHANNEL 7 · DETROIT

Represented Nationally by Blair TV, Inc.

local shows that make "beautiful music"

Like "Jamboree", a weekly half hour, citified hill billy hoe-down that turns mountain tunes into cracker sales for Strietmann Biscuit Company. Strietmann's spectacular sales success in Tidewater Virginia is greatly due to our production know-how, skillful live commercials and the kind of experienced, expert touch you'll find in all of WTAR-TV's local shows . . . "Romper Room", "Variety Show", "Fun House", "Esso Reporter", and many more. See your Petry man and let WTAR-TV make "beautiful music" for you.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

Represented By Edward Petry & Co., Inc.

JANE DALY

on all accounts

JANE DALY is one of the few ladies in agency circles you can address as "Mademoiselle Veepee." She is the first member from the distaff side ever to be named a vice president in the 25-year-plus history of Earle Ludgin & Co. in Chicago.

Miss Daly, who rose through the ranks of an agency with estimated overall billings of $10 million, capably fills her new capacity—and with the characteristic charm of female timebuyers, or "sellers of sales," who wear well in the agency field.

While continuing as radio-tv director of this progressive agency, Miss Daly (in private life, Mrs. Alfred J. Borah) was named to this high post in an agency realignment last month that elevated Vincent Bliss to the presidency and placed founder Earle Ludgin in the board chairman's post.

Miss Daly can discusss, quite candidly, the prospects and present of color television, high costs of monochrome tv in general, the frustrations of paper work in agency circles and myriad other problems which confront executives. Her favorite word, according to her associates, is "revolving," and that would be precisely the word to describe radio and television activity at Ludgin, with Miss Daly as the principal.

The Accounts She Handles

She supervises such accounts as Helene Curtis, which debuted with *Professional Father* recently on CBS-TV (for Spray Net and Suave, the latter handled by another agency); Jules Montenier Inc., which has, of course, *What's My Line?* for Stopette; Bendix Home Appliances; Best Foods Inc. (Shinola), and Rath Packing Co.

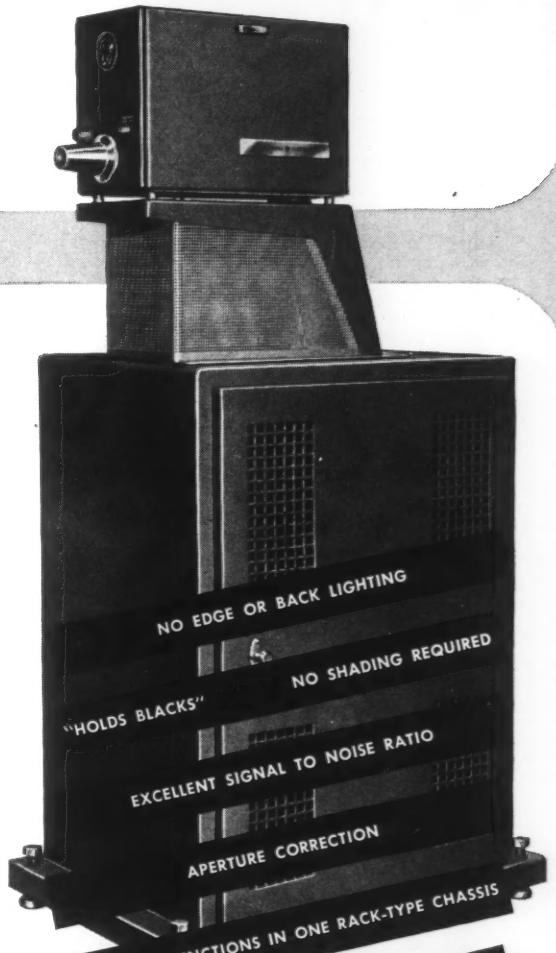
Miss Daly, within the span of 13 years, rose through the ranks from secretary to timebuyer to radio-tv director. She has headed Ludgin's radio and television department for several years.

Miss Daly's world has always revolved around Chicago where she was born in 1920, save for a tenure at St. Mary-of-the-Woods in Terre Haute, Ind. She now lives in Barrington, a Chicago suburb, and is interested in gardening, time permitting.

NEW!

VIDICON

FILM CAMERA CHANNEL

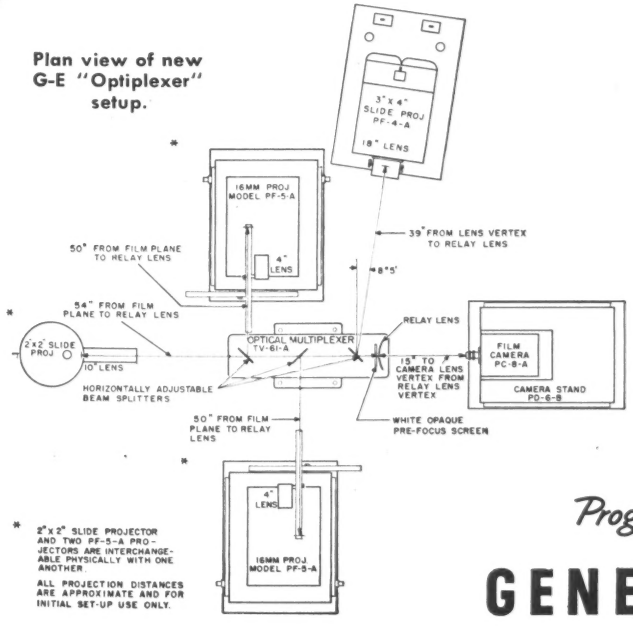

NO EDGE OR BACK LIGHTING
"HOLDS BLACKS"
NO SHADING REQUIRED
EXCELLENT SIGNAL TO NOISE RATIO
APERTURE CORRECTION
ALL CIRCUIT FUNCTIONS IN ONE RACK-TYPE CHASSIS
SKILLFULLY HANDLES NEGATIVE OR POSITIVE FILM—DIRECT OR MULTIPLEXED—PLUS SLIDES AND OPAQUES
FEATURES DYNAMIC FOCUSING (IMPROVED EDGE FOCUS)
BAR GENERATOR SIGNAL INPUT PROVISION
COMPLETELY INDEPENDENT CONTROLS. INSTANT ACCESS VIA SNAP-OPEN DOORS
FIXED MIRRORS IN "OPTIPLEXER"— UNIQUE NEW G-E OPTICAL MULTIPLEXER

HIGHEST FILM PROGRAMMING QUALITY TO TOP COMPETITION . . . BUILD SPONSORED TIME

YOUR STATION AUDIENCE will be vitally aware of the *quality difference* between G-E Vidicon film reproduced pictures and any other system. Only a keen eye can distinguish this from *live program reproduction.* And, it has many more benefits you'll recognize. First, since shading controls and the need for them have been eliminated, your operators can devote full time to other video duties. Next, this highly flexible film technique accommodates a variety of projected-image systems. There's a choice of channel amplifier mounting — either in a standard rack or in the camera stand.

Examine each stand-out feature of the G-E Vidicon Film Camera Channel and you'll decide here is the only channel that lives up to modern day TV standards. *General Electric Co., Section X215-24, Electronics Park, Syracuse, N. Y.* In Canada, write: *CGE Electronics, 830 Lansdowne Ave., Toronto.*

Plan view of new G-E "Optiplexer" setup.


3" x 4" SLIDE PROJ PF-4-A
18" LENS
16MM PROJ MODEL PF-5-A
4" LENS
39" FROM LENS VERTEX TO RELAY LENS
50" FROM FILM PLANE TO RELAY LENS
8"±5"
54" FROM FILM PLANE TO RELAY LENS
2"x2" SLIDE PROJ
10" LENS
OPTICAL MULTIPLEXER TV-61-A
RELAY LENS
15" TO CAMERA LENS VERTEX FROM RELAY LENS VERTEX
FILM CAMERA PC-8-A
CAMERA STAND PO-6-B
HORIZONTALLY ADJUSTABLE BEAM SPLITTERS
50" FROM FILM PLANE TO RELAY LENS
WHITE OPAQUE PRE-FOCUS SCREEN
4" LENS
16MM PROJ MODEL PF-5-A

* 2"x2" SLIDE PROJECTOR AND TWO PF-5-A PROJECTORS ARE INTERCHANGEABLE PHYSICALLY WITH ONE ANOTHER.

ALL PROJECTION DISTANCES ARE APPROXIMATE AND FOR INITIAL SET-UP USE ONLY.

CAPABLE OF HANDLING FOUR PROJECTION SOURCES as illustrated at left in conjunction with the new G-E "Optiplexer". By using this highly efficient optical system there's *no need to flip mirrors!* And, the new G-E Vidicon channel offers a choice of monitors . . . 1. Studio console type. 2. Lightweight portable design.

Progress Is Our Most Important Product

GENERAL ELECTRIC

what's up

"The World of Mr. Sweeney" "Modern Romances" "The World of Mr. Sweeney "Modern Romances"

Two new shows are on the rise on NBC-TV from 4:30-5:00 p.m. In a few months "The World of Mr. Sweeney" and "Modern Romances" have jumped upstairs in ratings, in homes reached and in increased value to advertisers.

"THE WORLD OF MR. SWEENEY" is a warm, wonderful story of a country storekeeper, starring veteran actor Charles Ruggles in his most rewarding role. In the 4:30-4:45 p.m. time-slot since October, it sped past its long-entrenched competition *in just one month.* According to the December ARB Report, Mr. Sweeney is now 19% ahead in rating. And the latest Nielsen Report* shows Mr. Sweeney reaching 1,882,000 homes with a share of audience of 34.6%!

"MODERN ROMANCES" (4:45-5:00 p.m.) is a new idea in Daydrama. Each week an action-packed story complete in five episodes. Each week a new story by a different author and played by a fresh cast. Martha Scott, Broadway and Hollywood star, is hostess and narrator. Nielsen's 1st December Report shows "Modern Romances" bursting into double figures in rating (10.0), and the program is now seen in 2,717,000 homes daily. Its Average Audience rating of 9.5 now tops its veteran competitor.

If you'd like to give your sales a lift, "The World of Mr. Sweeney" or "Modern Romances" has what it takes. Such expert advertisers as The R. T. French Co., the Colgate-Palmolive Co., and Miles Laboratories, Inc. have already got their campaigns under way. A few 15 minute participations are still available. And in view of those most recent ratings, fast action is suggested.

Exciting things are happening on NBC television

a service of RCA

**December Report #1, A. C. Nielsen Company*

each one is different

Whether it's trout flies — or quality television stations — inherent differences *count*. The first must offer individual characteristics, tailor-made to a fish's mood. But the other . . in a far more complex way . . must possess distinguishing traits and standards of service, tailor-made to the particular community it serves.

The relative merits of trout flies happen to concern *us* only at vacationtime. But the *individual* natures and needs of quality TV stations are our year-'round *exclusive* preoccupation. Because we concentrate only on these (to the exclusion of any other media) . . because we appreciate quality television stations can prosper best through quality representation . . and because we try to do our special job better than anyone else — we think that Harrington, Righter and Parsons is *different*, too. The individual stations listed here share this opinion.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television — the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

BROADCASTING TELECASTING

January 24, 1955 Vol. 48, No. 4

WILL THE SENATE CLIP THE NETWORKS' WINGS?

PLOTKIN URGES OUTLAWING OF OPTION TIME AND EXCLUSIVITY

(Copyright by BROADCASTING • TELECASTING)

RADICAL overhauling of the network method of doing business, eliminating option time and exclusive affiliations in both tv and radio, is proposed in a preliminary study in the hands of the Senate Interstate & Foreign Commerce Committee.

A report based on this preliminary draft is due to be released within a fortnight by Chairman Warren G. Magnuson (D-Wash.), either as a staff "study" or with his blessing and possibly the support of other Democratic members of the committee. It would seek to accomplish the ends proposed through mandates to the FCC and the Dept. of Justice, rather than through new legislation. It is in the nature of a "bill of particulars" and, it is understood, would give the FCC six months to decide how much of the ground might be covered through existing law and regulations, without recourse to new legislation.

The Dept. of Justice, according to informed sources, would be invited to appraise the report and give its comments, presumably in the light of the anti-trust laws. Meanwhile, the Magnuson committee would stand by, continuing its study of overall problems of networks, FCC and tv allocations.

The "memorandum" upon which the report would be based was drafted by Harry M. Plotkin, counsel for the Democratic membership which became the committee majority with the organization of the 84th Congress earlier this month. Thus, if adopted in final form, it would become the majority report, but the committee has the option of releasing the report simply as a "study" by Mr. Plotkin, or of adopting it in whole or in part. It is understood, however, that some of the provisions have the endorsement in principle of Chairman Magnuson.

Mr. Plotkin, former assistant general counsel of the FCC, and perhaps its most controversial staff executive at the time, returns Jan. 31 to his partnership in the Washington law firm of Arnold, Fortas & Porter.

One high network executive, who obviously knew the scope of the draft, told B•T that if invoked as drafted, the report could "mean the end of networks."

The 88-page preliminary report is regarded as the most significant and far-reaching document to advance to the point of Senate committee consideration since the Communications Act was passed in 1934.

Here are some of its objectives:

• **To eliminate option time,** on the ground that it gives advertisers on networks an advantage against national spot, and on the theory that a station can better serve the public through a variety of program sources than through primary dependence upon a single network.

The question is raised whether option time is not "block booking," contrary to the anti-trust laws as interpreted in the 1949 Paramount consent decree which resulted in the separation of motion picture production companies from exhibition houses.

• **To discourage station representation by networks,** on the grounds that it is against the public interest. (Both CBS and NBC represent a number of their affiliated radio and television stations, as well as their owned and operated outlets, for national spot sales.)

• **To force an FCC study of AT&T line charges,** principally in television, not because they are suggested to be exorbitant but because the FCC has not given them adequate consideration.

• **To review multiple station ownership rules.** The question is raised whether the number of stations any entity (network or otherwise) may own should not be cut back, perhaps to the pre-war limit of three. (Present regulations allow five vhf's and two uhf's under the same ownership.)

• **To study the advisability of separating ownership of radio and television networks.**

THE SCISSORS GRINDERS

MR. PLOTKIN SEN. MAGNUSON

The toughest wing-clipping ever proposed for networks has been recommended by Mr. Plotkin, special counsel to the Senate Commerce Committee, and awaits action by his chief, Committee Chairman Warren G. Magnuson (D-Wash.).

B•T learned that at the first meeting of the newly-organized Commerce Committee last Monday, Chairman Magnuson said the Plotkin "memorandum," after undergoing a revision (it is some 88 pages as against an original 100-plus), was ready, but that the report of the committee's Republican counsel, former FCC Comr. Robert F. Jones, had not been submitted. The chairman said that release of the reports (the Jones version would be the minority report) would await his return to Washington—probably at the end of January. Mr. Magnuson was to leave for Seattle on Saturday, Jan. 22, for a short business trip.

The majority document, it is expected, will be in two parts. Part I will relate the problem of tv allocations and the plight of uhf, picking up where the Potter Communications Subcommittee of last year left off.

On the debated question of a move of all tv to the uhf portion of the spectrum, it is concluded that while there would be real technical advantages, such a project is beyond practical reach at this late date. With 30-40 million receivers in the hands of the public before any move could be made, it is held a wholesale migration is no longer feasible.

The FCC, it is learned, is criticized for denying petitions proposing de-intermixture of uhf and vhf in certain markets. While the report does not recommend de-intermixture on a national scale, as had been proposed to the Potter subcommittee, it does take the FCC to task for arbitrarily refusing to consider such proposals on grounds of investments made by broadcasters in vhf stations in the markets that would be affected.

The Committee also will urge another try at elimination of the 10% excise tax on all-channel receivers as a means of encouraging sale of sets geared to tune uhf. This effort lost out at the last Congress despite strong representations to the finance committees of both houses.

That, in substance, is the scope of Part I.

It is Part II of the draft that would set off the fireworks, pointed principally in the direction of network-affiliate-advertiser relationships in tv.

If implemented, the Plotkin project obviously would prove a boon to film syndicates, station representatives and talent agencies, as well as many stations, but would not be of particular benefit to larger tv stations in "monopoly" or dual station markets. The major networks, just as obviously, would suffer solar plexis blows.

The draft contends, according to one reliable

COMMERCE GROUP ASSIGNS POSTS

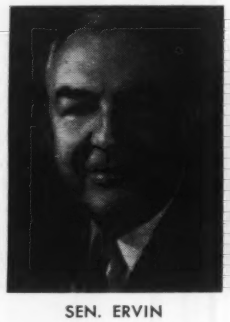
THE SENATE Commerce Committee named chairmen and members of its four standing subcommittees last week and reported favorably on a resolution (S Res 13) authorizing the group money to carry on its current investigations and studies, specifying the sum of $200,000 for the extra work for the period Feb. 1, 1955, to Jan. 31, 1956.

New chairman of the Communications Subcommittee is Sen. John O. Pastore (D-R. I.). Other Democrats on the five-man group are Sens. A. S. Mike Monroney (Okla.) and Sam J. Ervin Jr. (N. C.). Both were named Thursday. Republican members of the communications unit are Sens. John W. Bricker (Ohio), chairman of the full committee in the 83d Congress, and Charles E. Potter (Mich.), who headed the subcommittee during the 83d.

SEN. PASTORE

The GOP members were named at the committee's closed organizational meeting last Monday.

Heading the Surface Transportation, Aviation and Merchant Marine & Fisheries subcommittees, respectively, will be Democratic Sens. George A. Smathers (Fla.), A. S. Mike Monroney (Okla.) and Warren G. Magnuson (Wash.), who also is chairman of the full committee.



SEN. ERVIN

SEN. MONRONEY

SEN. BRICKER

SEN. POTTER

source, that there is serious inconsistency in the network method of doing business; that there is no coherent pattern as to network affiliation. It is charged that the networks invoke arbitrary rules, in some instances permitting affiliations where stations are only 40 miles apart, and in others protecting a station for double that area.

The report would recommend that standards be established by networks to govern the award of affiliations, and that these should be reviewed by the FCC under the network-monopoly regulations which became effective in 1943. (Mr. Plotkin had a large hand in writing those regulations, upheld finally by appellate courts.)

After such standards are established, once a given station meets the test, the network involved would be "required" to make the affiliation. Cited, it is understood, is the famed Associated Press case, decided in 1945 by the U. S. Supreme Court. In this decision, the court held that AP could not enter exclusive contracts with newspapers, even in the same market, and that it was legally bound to provide service on a non-discriminatory basis.

The report would flatly refute the contention that networks or broadcast stations are common carriers, subject to all comers. (It has been reported that the Jones view will support the common carrier concept for networks.)

Implicit in the report is the view that in markets where there are fewer than four tv outlets, stations should not devote preponderant time to the programs of the dominant networks. Specific percentages would be invoked, depending upon the number of stations in the market. This, it would appear, is a variation of the so-called DuMont Plan presented to the Potter subcommittee, wherein it was proposed that there be what amounted to a 25% division of time among the four networks across the board in vhf markets having less than four stations. It, basically, is designed to bring an end to "exclusivity."

Significant in this regard would be the method of market evaluation. Uhf stations would not be counted as outlets in the market, for purposes of major network program quotas, unless the market had a very high percentage of uhf conversions.

By restricting the programs, percentagewise, that may be carried from major networks, the objective would be to force stations to clear for other networks, and also to make available more time for national spot and local. This result also would be achieved, in some measure, through the elimination of option-time.

It is the option-time proposal that would provoke the greatest controversy, if adopted. It is suggested that the dependence of stations upon major network affiliation lies in the fact that the networks are the principal source of good programs. Networks now may option three out of five hours daily in each of three time segments (8 a.m. to 1 p.m.; 1 to 6 p.m.; 6-11 p.m.).

The view is that if options are eliminated, other networks and other program suppliers, notably the film syndicates, would be in better competitive positions.

The networks, according to this view, then would be on their mettle to win outlets by virtue of quality of their programs, rather than on what is regarded as the artificial advantages of guaranteed options.

Here the question is raised whether option time does not constitute block-booking, and is therefore contrary to the anti-trust laws. As a result of the 1949 decision in the Paramount case, Paramount Pictures divested itself of its theatre holdings. Thus, United Paramount Theatres was formed. It now operates independently and owns ABC as ABC-Paramount Theatres, Inc. Similar divorcements were forced for all other producer-exhibitor chains.

The proposal for abolition of representation of affiliated stations by the networks reopens an old controversy. Station representatives opposed NBC and CBS entry into representation on the ground that they thereby controlled competition of spot advertising as against network on the stations so represented. The FCC, however, refused to intercede on the ground that it had no control over business affairs of stations and networks.

The Dept. of Justice apparently would be asked to comment on the suggestions, recommendations and proposals. But the FCC would be on notice to report in six months. Entailed, it is evident, would be a large-scale study by both agencies, since many fundamental problems of policy are involved.

The Plotkin "memorandum" is premised on the view that adequate authority resides both in the FCC and in the Dept. of Justice to accomplish the results recommended.

Chairman Magnuson has already asked the Senate Rules & Administration committee for a fund of $200,000 for his committee's work during the 84th Congress. A portion of this amount would be allocated for the communications study. Mr. Magnuson also had made it clear that the network-FCC study will be the function of the full committee, rather than the newly-appointed subcommittee headed by Senator John O. Pastore (D-R. I.).

Mr. Plotkin drew on his experience as assistant general counsel of the FCC for a period of eight years (1943-1951) in drafting his bill of particulars. Mr. Magnuson had asked him to continue with the committee, but he has elected to return to his law firm.

Pellegrini May Become Commerce Top Counsel

THE SENATE Commerce Committee, which has not had a chief counsel since the tenure of the late Chairman Charles W. Tobey (R-N. H.) who died in 1953, is slated to name a man for that post about Feb. 1.

He is Frank Pellegrini, 50, code director for the Labor-Management Maritime Committee, a group jointly representing labor and management in the maritime shipping business. Mr. Pellegrini also is engaged in private law practice in Washington, D. C., and in the state of Washington.

MR. PELLEGRINI

Mr. Pellegrini is the choice of Sen. Warren G. Magnuson (D-Wash.), chairman of the committee. He would be chief counsel for the Commerce Committee's four subcommittees.

Majority and minority counsel for the investigation of networks and uhf-vhf, being conducted by the full Commerce Committee, are yet to be named. They would succeed Harry M. Plotkin, Democratic counsel, and Robert F. Jones, GOP counsel, who are expected to leave around Jan. 31.

Mr. Pellegrini would be the first committee chief counsel since Robert L'Heureux served in that position under Sen. Tobey. Mr. L'Heureux still is on the committee's staff.

Formerly general counsel for the Commerce Committee's Maritime & Fisheries Subcommittee from 1949-50 under Sen. Magnuson's chairmanship of that unit, Mr. Pellegrini served from 1942-45 in the Coast Guard as a lieutenant commander in intelligence and port security work. From 1945-48 he also was special attorney for the western Washington district of the U. S. attorney's office.

$1.3 BILLION IN TV SEEN BY SARNOFF

NBC's Robert Sarnoff predicts record year for broadcasting —with 100% boost in tv volume. NBC is hunting ways to restore network radio to 'economic health' and also hopes to expand color activities this year, he says.

AN ACTIVE broadcast year highlighted by a record advertising expenditure in tv to the tune of $1.3 billion, was envisioned last week by Robert W. Sarnoff, NBC executive vice president.

Mr. Sarnoff's prediction of a record volume in tv, which he said would represent a 100% increase over the last two years, echoed the forecast made a few weeks ago by Oliver Treyz, president of Television Bureau of Advertising. TvB's spokesman had said that tv in 1955 will attain a billion dollar mark in total advertising expenditures [B•T, Jan. 3].

In his talk to the Allentown-Bethlehem Sales Executives Club in Allentown, Pa., Mr. Sarnoff also declared that:

• NBC is searching for new advertising patterns and program services to "restore" network radio to "economic health."

• NBC-TV hopes to expand its color schedule this year.

Tv's selling power was pointed up by Mr. Sarnoff by citing Dow Chemical Co.'s experience in selling Saran Wrap on NBC-TV. The firm started on the network in November 1953 when sales of the wrap were at about 120,000 rolls a month. By January 1954 the figure was up to 600,000 rolls and increased to 3.8 million rolls per month by last October.

Mr. Sarnoff said that in 1952 tv's share of all media advertising was 7%. By the end of 1956, he predicted, the industry's slice of the total "advertising melon" will be about 20%, totaling nearly $2 billion.

In color tv, Mr. Sarnoff said the networks are faced with the same kind of problem they had with black-and-white in 1946. "This is the old chicken and egg problem of whether you sell color sets first and follow up with color broadcasts—or vice versa. We favor the vice versa."

Although there are only 10,000 color sets in use, Mr. Sarnoff observed that both NBC and CBS are broadcasting major programs every week in color and for it they have "caught a lot of brickbats."

Emphasizing that NBC is "bullish as ever" on color, he said the network "started color broadcasting, we plan to continue our color shows on schedule, and we hope soon to expand the schedule."

Mr. Sarnoff said that at NBC, everything possible is being done to "maintain the strength and effectiveness of network service." He said this is not always easy, particularly with radio.

He continued:

"Because of television's competition for audiences and advertisers, network radio has found its revenue shrinking while its operational costs remain high.

"Some people are even saying that a national radio service is old shoe. But we aren't. We think it can continue to provide basic values to the public. We're searching—and searching hard—for new advertising patterns and program services that will meet radio's changed conditions, and restore it to economic health.

"We can't escape the conviction that, for many national advertisers, network radio, when properly used, is an outstanding sales tool by itself. Certainly for *all* national advertisers, it is the most efficient complementary medium for use with network television."

General Mills Promotes 'Lone Ranger' Anniversary

DURING the month of February, General Mills, which sponsors *Lone Ranger* on 79 ABC-TV and 40 CBS-TV stations will add a spot announcement campaign to promote *Lone Ranger*'s 22d anniversary over ABC Radio and ABC-TV, CBS Radio and CBS-TV and on the sponsor's segments of CBS-TV *Valiant Lady*, *Bob Crosby Show* and *Robert Q. Lewis Show*. The first hour-long western "spectacular," depicting the history of *Lone Ranger*, will be seen on CBS-TV, Feb. 12, 1-2 p.m., and on ABC-TV, Feb. 13, 8-9 p.m. Special film was produced by Sherman Harris, assistant to Jack Wrather, Lone Ranger Inc. president.

Also during February, Wrather and General Mills will conduct a contest among promotion managers of all the stations carrying the program for the best job of promoting the anniversary. The first prize is $1,000; second, $500; third, $250.

On another front it was announced that Mr. Wrather is awarding several $5,000 scholarships per year to children who help combat juvenile delinquency. Winners will be selected by national, civic, government and philanthropic groups.

Agency Bigness Overrated, Bernays Tells LAA Meeting

EDWARD L. BERNAYS, public relations counsel, told guests at the annual dinner of the League of Advertising Agencies, New York, that the advantages of bigness in advertising agencies are overrated. "Bigness is equated with success in the American mind and becomes an agency's most powerful sales point," Mr. Bernays said, but such an assumption "is detrimental to a whole segment of American business and professional services," he added.

In order to counteract "the tendency to worship bigness and to improve the economic position of advertising agencies whose business volume is under $5 million a year," a research program was advocated to evaluate the position of agencies in the economic world, locate their original areas of activity and discover how the general public acts as a consumer public.

Through this research, Mr. Bernays said, plans could be formulated for an intra-association activity as a central registry for freelance specialized services, a library for member use, an outside professional study of advertising business problems, exhibitions of advertising art and copy, a speakers bureau, a news bureau to publicize individual and member activities, and direct campaigns to appeal to prospective clients and new professional talent.

Mr. Bernays praised the member agencies of the league for maintaining a personal, immediate approach to a client's problems and products. He declared that such an approach was often lacking in large organizations.

Epitaph for C&P

IN A LETTER to the trade press last week, Tom Maloney, president of now-defunct Cecil & Presbrey Inc., reported that about $100,000 in severance pay was paid to employes, stockholders were being reimbursed to their satisfaction and members of the board of directors, who had invested large amounts of money in the business during the last three years, were getting dollar for dollar remuneration. The agency's clients were serviced through the end of the year, he reported, and accounts were taken care of in all details. Most employes were placed in jobs equal to or better than those they left, Mr. Maloney said. In this impressive way, Mr. Maloney added, ". . . Cecil & Presbrey—an old and honored name—relinquished its place in advertising's future, but not in its past."

SRA's 'Operations Desk' Endorsed by AAAA

AMERICAN ASSN. of Advertising Agencies last week announced it has endorsed and is cooperating with the Station Representatives Assn. on SRA's project of establishing the "operations desk" standard to simplify the sending, and handling at stations, of materials intended for television purposes.

SRA has recommended that all films, slides, copy, copy instructions, art work, props and other commercial material be addressed to stations as follows: Operations Desk, Station, Street, City and State.

The new standard address, according to SRA, would replace the many variations which currently are in use including traffic department, the name of a person at the station, etc. SRA believes that shipping instructions have grown so complex that it is often difficult to get material to stations by broadcast deadlines.

AAAA said it has directed the "operations desk" address to the attention of agencies, members as well as non-members of the association, listing the 170 stations which already have adopted it and urging agencies to use it whenever appropriate. SRA is urging stations to adopt the standard as soon as possible; to notify their representatives, and to add the notice to rate cards and listings.

Nescafe Sets Coast Push

NESCAFE instant coffee currently is making its debut on the West Coast with a radio, tv and newspaper introductory offer, Don Cady, vice president in charge of advertising of the Nestle Co., announced last week.

The offer will get underway late in January. The radio campaign will consist of one-minute spots, jingles and spoken messages, on a semi-saturation basis. Cities selected for radio are San Francisco, Los Angeles, Stockton, Sacramento and San Diego. The tv campaign will consist of spots which include the jingle and a product demonstration. These tv spots are set up for the San Francisco, Los Angeles and San Diego market areas.

Bryan Houston Inc., New York, is the agency for Nescafe.

Radio in Tv Homes Reported in New York

A RADIO STUDY of New York area tv homes, made public last week by WNEW New York, shows that radio is a permanent fixture in most of these homes and in fact seems to be in better working order than in the average non-tv home.

The new survey, conducted last November by Advertest Research points up, according to WNEW, that 1.92 radio sets were in working order in the average tv home, compared to a current Nielsen New York radio sample which shows 1.62 sets per radio home. The survey also notes 55.3% of all tv families own a car equipped with a radio.

Listening is at a high mark also, the study reveals. Of the 756 personal interviews which formed the base of the survey, 84.4% reported that they intend to continue listening to the radio and 12.4% reported they spent more time listening last year (November) than the year before. Reasons given for more radio listening included, in order of rank, the music is enjoyed (29.8%) and it's easier to listen while working or while doing other things (24.4%). Nearly 13% thought tv had become boring or they were just not interested in television.

WNEW supplied additional questions to the survey, regularly underwritten by New York tv stations to determine some answers for its own use. These responses on program popularity showed the station that its format of news and music rated high among respondents.

The music-and-news station noted the portion of the survey which revealed that the most important reasons given for continuing to listen to the radio were: (1) it provides news (34.5%), (2) it provides music (31.3%) and (3) it permits listening while doing other things (24.6%).

Of the total number interviewed, 55.3% said they spend about the same amount of time listening to the radio as they did a year ago. This percentage, combined with those who said they were listening to radio more, indicates two-thirds of all tv homes spend either the same or more time listening to radio, WNEW emphasizes.

Breakdown of the portion of the study which found the average number of working radios in the tv home to be 1.92 showed these percentages and numbers of radios in working order: 39.5%, one radio; 33.6%, two radios; 18.1%, three radios; 3.2%, four radios; 3.2%, five radios or more, and 2.4%, no radios.

A SILVER punch bowl was presented last week to Thomas D'Arcy Brophy (2d r), retiring president of the American Heritage Foundation, at an annual dinner meeting of the board of directors, by (l to r) Henry Ford, board chairman; Louis A. Novins, executive vice president, and Gen. Walter Bedell Smith, new AHF president. Mr. Brophy also served as chairman of the Crusade for Freedom, which raises funds for Radio Free Europe.

Falstaff to Sponsor CBS-TV 'Baseball Game of Week'

FALSTAFF BREWING CORP. has signed with CBS-TV to sponsor *Baseball Game of the Week* on that network effective April 2 [B•T, Jan. 17]. The major league baseball spring-summer schedule will be seen live on Saturday afternoons. The contract was announced by William H. Hylan, CBS-TV vice president in charge of network sales.

The Falstaff schedule calls for 24 regular season games and two spring training contests. It will be set up under working agreements between Falstaff and the Cleveland Indians, Chicago White Sox, New York Giants, Brooklyn Dodgers, Cincinnati Reds and perhaps others. The telecasts will be carried by approximately 74 stations on the network coast-to-coast, excluding New York. Agency handling the Falstaff account is Dancer-Fitzgerald-Sample, New York.

Tv Spots Cause Budget Cut In Other Media for Citrus

A SPECIAL advertising "shot in the arm" using tv last January to stimulate fresh fruit sales has forced the Florida Citrus Commission to slice about $300,000 off its Valencia orange sales program. The cut was announced last week and involves magazine and newspaper advertising, and merchandising.

For last winter's special campaign, tv spots were purchased on NBC-TV's *Today* and CBS-TV's *Morning Show* [B•T, Dec. 13, 1954]. Paul S. Patterson, commission advertising director, said that as of March 1 there will be about $250,000 left for all Valencia and processed advertising until July 1.

The action last week was highlighted by a dispute over media and spending between C. V. Griffin, commission advertising committee chairman, and Robert C. Wooten, commission member. Mr. Wooten and another member, Thomas B. Swann, said they predicted that the special push would bring about a fund shortage.

A basic disagreement arose between Messrs. Griffin and Wooten over the need for magazine advertising. Mr. Griffin said the commission could cancel 75% of its magazine program without injuring the commission's program. Mr. Wooten pointed out that the $137,000 worth of magazine cancellations effected last week represented about half of the program in that medium for the fiscal year.

The commission also sponsors the Tom Moore *Florida Calling* radio show on MBS and *Twenty Questions* on ABC-TV. The Moore show has been promoting oranges.

J. Walter Thompson Co. handles the citrus commission's advertising.

RCA Tube Div. Plans Spots, Network Shows in Radio-Tv

RCA Tube Division will use spots on radio and tv in five major tv markets and radio-tv network programs as part of its year-long advertising campaign starting Jan. 29 which will promote RCA tv picture tubes and receiving tubes for replacement service in all types of home receivers.

Douglas Y. Smith, vice president and general manager of the division, said last week that the "buy RCA" campaign which will make use of "the greatest volume of electron tube advertising insertions ever scheduled by the electronics

NIELSEN: FILM RE-RUNS HOLD AUDIENCE

Re-runs get almost as high a percentage of share of audience as originals, Nielsen analysis shows.

FILM re-runs obtain nearly as high a percentage of the share of audience as the original telecasts, according to A. C. Nielsen Co.'s second annual analysis of tv film repeats.

Nielsen's study covers the 1953-54 season, evaluating the effectiveness of repeat film telecasts, a total of 254 representing 24 different programs re-run in both winter and summer, in terms of audience size, share of audience and average minutes of viewing.

Nielsen found that on a rating basis, the average of the 254 repeat telecasts was 29% lower than original telecasts. This finding Nielsen discounted, however, noting that the potential audience is considerably lower during re-run times and thus the more accurate appraisal would be the share of audience gained and the average minutes viewed.

Share of audience of the re-runs average only 9% lower than the original telecasts while the average minutes of viewing were only 6% lower, Nielsen observed.

Actual percentages of the share of audience for the original telecasts was 47.2, for the re-runs, 43.1. In average minutes viewed, originals were scored at 23.5 minutes while the re-runs hit 22 minutes. In average audience rating (percentage of homes reached) originals maintained 31.1% as against the re-runs' 22%. (The number of homes was lower proportionately for the latter.)

The Nielsen study also discovered that within the 254 group of original and repeat telecasts, differences were dependent on audience levels. The top and bottom 25% were studied to measure the extent of the differences.

On this basis, re-runs of the top 25% (61 originals) were 31% lower than the original telecasts while the bottom 61 were 20% lower. Share and length of viewing comparisons: top re-runs were down 11% in share as against a 5% loss for low rated re-runs and top re-runs were down 8% in average minutes of viewing compared to a 5% loss for the bottom re-runs.

Nielsen concluded that the large loss in audience levels by the high-rated shows and correspondingly small loss in share of audience indicated that the high-rated shows are in time slots affected more by seasonal fluctuations than were low-rated shows.

On a ratings basis, Nielsen also found winter repeats, as could be expected, did considerably better than summer (June 15 to Sept. 15) re-runs, respectively, 20% and 34% lower comparative ratings with originals. In share of audience, winter re-runs were off 11%, summer down 8%. In average minutes of viewing, winter re-runs were below some 5% and summer off 7%.

industry in mass-circulation magazines," will be supported in radio-tv announcements in New York, Chicago, Los Angeles, Cleveland and Washington, D. C. Sales messages will be carried periodically on NBC-TV's *Caesar Hour* and on its color *Producers' Showcase* and on NBC Radio's *The Great Gildersleeve, It Pays to Be Married, Roadshow, Weekend* and *Second Chance*.

Chase Resigns Partnership, Takes M-E Vice Presidency

W. HOWARD CHASE resigns his partnership in the firm of Selvage, Lee & Chase, public relations firm, to join McCann-Erickson, New York, as vice president and general executive on Feb. 1, Marion Harper Jr., McCann-Erickson president, announced last week.

MR. CHASE

Mr. Chase's duties will include the consolidation and expansion of McCann-Erickson public relations activities in their 33 offices around the world. Mr. Chase will assume the presidency of the Institute of Communications Research, McCann-Erickson's division of opinion research and analysis; will be a member of the advisory committee on advertising plans, and will serve as consultant on institutional and public relations advertising to McCann-Erickson clients.

Prior to joining Selvage, Lee & Chase in 1953, Mr. Chase was with General Foods as head of public relations.

Philco Takes MBS Show

SPONSORSHIP by Philco Corp. of *Phonorama Time*, Saturday morning show on Mutual, was announced last week by Adolf N. Hult, MBS vice president in charge of sales. The 52-week contract is effective Feb. 19. The show, scheduled for 11:30-11:55 a.m. EST, will star Johnny Desmond. Each program will feature a disc jockey from one of Mutual's 565 affiliates. Agency handling the Philco account is Hutchins Adv., New York and Philadelphia.

Washington State Ad Budget

THE WASHINGTON State Advertising Commission expects its 1955 budget to pass the half-million dollar mark, it has announced. The commission received a record 98,000 mail requests for information during 1954. Among the media used during the 1954 campaign, radio was employed in five major California markets and tv in three. Cole & Weber, Seattle, is the agency.

NETWORK NEW BUSINESS

Mary Ellen Inc. (jams, jellies), S. F., starts alternating sponsorship of *Harry Babbitt Show* on 23 Columbia Pacific Radio Network stations (Mon.-Fri., 7:45-8 a.m. PST) for 52 weeks effective today (Mon.). Agency: Ralph Jewell Adv., Oakland, Calif.

NETWORK RENEWALS

Miles California Co. (Alka-Seltzer), L. A., renews *Newspaper of the Air* (Sun.-Fri., 10-10:15 a.m. PST) and *Here's the Answer* (Mon.-Fri., 4:30-4:45 p.m. PST) on 45 Don Lee Broadcasting System Pacific Coast stations and 6 Mutual-Don Lee Arizona affiliate stations, for 52 weeks from Feb. 1. Agency: Geoffrey Wade Adv., Hollywood.

Maybelline Co. (toilet preparations), Chicago, renews spot participations with NBC-TV's *Tonight* with one spot weekly for 42 weeks schedule, effective Feb. 8. Agency: Gordon Best Co., same city.

Regal Amber Brewing Co., S. F., renews *The Harry Owens Show* for second year on 15 Columbia Television Pacific Network stations (Sat., 7:30-8 p.m. PST) for 52 weeks from Jan. 29. Agency: Guild, Bascom & Bonfigli Inc., S. F.

AGENCY APPOINTMENTS

Sweet-Orr & Co. (work clothes), N. Y., appoints Peck Adv. Agency, same city, with Sidney G. Alexander as account executive. Radio-tv will be used.

Sundial Shoe Co., div. of International Shoe Co., Manchester, N. H., appoints James Thomas Chirurg Co., Boston, with Russell Loftus as account executive and W. L. Shepardson, account supervisor. Media plans not divulged but firm previously used radio-tv.

Standard Coil Products Co., Chicago, appoints Burton Browne Adv., same city.

Bolsey Corp. of America (photographic products), N. Y., names Emil Mogul, same city.

Karl's Shoe Stores Ltd. (retail chain), L. A., names Stiller-Rouse Adv., same city. Richard Berggren is account executive.

AGENCY SHORTS

Ralph Bing Adv. Co., Cleveland, operating since 1946, has incorporated with officers: Ralph S. Bing, president; Barbara C. Bing, vice president; Lester L. Cohen, treasurer and assistant secretary, and Brooks M. Jones, of Jones, Day, Cockley & Reavis (Cleveland) law firm, secretary.

Guild, Bascom & Bonfigli Inc., S. F., opens Hollywood office at 1741 N. Ivar St.; telephone: Hollywood 3-3229. George Allen is radio-tv director; Hal Larson, office manager, and Irene Carter, secretary.

Alvin Wilder Adv., L. A., moves to 1090 S. LaBrea Ave.; telephone remains Webster 8-4624.

Galloway-Wallace Adv. Agency, Oklahoma City, elected to American Assn. of Adv. Agencies.

Jarvis & Jarvis, L. A., established at 4737 Frieda Dr., with Robert C. Jarvis, tv director; Robert B. Jarvis, account executive and copy director; Mary Lewallen, media director and copywriter; Henry Studley, art director, and Mise Rusek and Dan Partain, artists.

Larrabee Assoc., Washington, has expanded quarters at 1415 K St. N. W.

Weber, Geiger & Kalat Inc., Dayton, Ohio, elected to American Assn. of Adv. Agencies.

LATEST RATINGS

NIELSEN

(Two Weeks Ending Dec. 11, 1954)

NIELSEN-RATING*
NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	Jackie Gleason Show (CBS)	15,272
2	I Love Lucy (CBS)	14,868
3	Toast of the Town (CBS)	14,789
4	Bob Hope Show (NBC)	13,558
5	Dragnet (NBC)	13,335
6	Buick-Berle Show (NBC)	13,176
7	Your Bet Your Life (NBC)	12,394
8	Max Liebman Presents (NBC)	12,388
9	Disneyland (ABC)	11,707
10	G. E. Theatre (CBS)	11,492

PER CENT OF TV HOMES REACHED
PROGRAM STATION BASIS

Rank	Program	Homes %
1	Jackie Gleason Show (CBS)	53.4
2	Toast of the Town (CBS)	51.8
3	I Love Lucy (CBS)	51.2
4	Bob Hope Show (NBC)	46.8
5	Dragnet (NBC)	45.7
6	Buick-Berle Show (NBC)	45.2
7	Max Liebman Presents (NBC)	43.3
8	Disneyland (ABC)	42.9
9	You Bet Your Life (NBC)	42.0
10	G. E. Theatre (CBS)	41.0

*Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience Basis is used.

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PULSE

Top 20 Once-a-Week Shows (Tv)

	Rating Dec.	Nov.
Dragnet (NBC)	40.8	39.1
I Love Lucy (CBS)	40.6	40.3
Jackie Gleason (CBS)	39.9	37.4
Toast of the Town (CBS)	39.1	35.9
Groucho Marx (NBC)	37.4	34.6
Bob Hope (NBC)	35.0	
Godfrey's Talent Scouts (CBS)	32.0	30.8
Burns and Allen (CBS)	29.8	26.7
What's My Line? (CBS)	28.9	26.2
Godfrey and His Friends (CBS)	28.8	28.6
Studio One (CBS)	28.7	25.5
This Is Your Life (NBC)	28.6	26.2
Fireside Theatre (NBC)	28.4	26.0
Ford Theatre (NBC)	28.4	27.4
Our Miss Brooks (CBS)	28.0	27.6
Disneyland (ABC)	27.8	
Mama (CBS)	27.8	26.1
Two for the Money (CBS)	27.7	25.6
December Bride (CBS)	27.6	26.3
Justice (NBC)	27.0	25.6

Top 10 Regularly Scheduled Multi-Weekly Shows

	Rating Dec.	Nov.
Perry Como (CBS)	15.5	14.7
Howdy Doody (NBC)	15.1	14.0
Eddie Fisher (NBC)	14.6	13.9
Camel News (NBC)	14.4	13.5
Dinah Shore (NBC	13.9	13.1
CBS News (CBS)	13.1	12.4
Search for Tomorrow (CBS)	12.6	11.6
Arthur Godfrey (CBS)	12.0	11.6
Pinkey Lee (NBC)	12.0	
Guiding Light (CBS)	11.8	11.5

TRENDEX

Week of Jan. 2-8 (Tv)

1. I Love Lucy (CBS)	39.8
2. Talent Scouts (CBS)	39.2
3. Toast of the Town (CBS)	35.3
4. This Is Your Life (NBC)	35.0
5. You Bet Your Life (NBC)	34.7
6. George Gobel Show (NBC)	33.4
7. Dragnet (NBC)	33.0
8. Stage Show (CBS)	32.3
9. Godfrey's Friends (CBS)	31.0
10. Disneyland (ABC)	30.7

A&A PEOPLE

John L. de Bevec, associate media director, J. Walter Thompson Co., Chicago, appointed vice president and media director, succeeding **George E. Pearson,** retired.

Elmer A. Otte, account executive, and **Gordon D. Fisher,** executive art director, Brady Co., Appleton, Wis., additionally appointed vice presidents.

MR. FISHER MR. OTTE

Harold S. Atherton, Kenneth W. Allison and **Donald D. Tweedie,** account executives, Denham & Co., Detroit, appointed vice presidents; **Edwin L. Karpick** appointed secretary; **Elsa S. Denham,** media director, additionally appointed treasurer; **Evelyn C. Douglas** appointed comptroller.

Lester J. Blumenthal, business manager, radio-tv dept., William H. Weintraub & Co., N. Y., elected vice president.

Robert Laffan, manager, business-financial dept., Carl Byoir & Assoc., N. Y., appointed vice president.

John Bowles, regional sales manager, western sales div., Rexall Drug Co., L. A., named vice president in charge of division, succeeding **Reid Crane,** retired.

James M. Trayhern, tv production director, WHAM-TV Rochester, N. Y., appointed director of radio-tv dept., Charles L. Rumrill & Co., same city.

MR. TRAYHERN

Norine Freeman, assistant media director, Western Adv. Agency Inc., L. A., named director of newly-combined consumer and industrial media department.

C. A. Kolb, Post cereals national sales manager, General Foods, White Plains, N. Y., appointed to newly-created position, national sales manager for General Foods sales div.; **Hugh R. Conklin,** formerly eastern region sales manager, succeeds Mr. Kolb; **Clifford W. Davis,** national sales planning manager, succeeds Mr. Conklin.

Jerome Feniger, CBS Spot Sales, to Cunningham & Walsh, N. Y., as media director on the Liggett & Myers Tobacco Co. account.

Harry C. Pick, formerly printed media supervisor, Russel M. Seeds Co., Chicago, appointed media director, Dancer-Fitzgerald-Sample, same city.

Jack Schwartz, formerly tv producer, WXYZ-TV Detroit, appointed tv and radio program manager, Rutledge & Lilienfeld Inc., Chicago.

Emil Reisman, vice president and account supervisor, Beckman, Hamilton & Assoc., L. A., to Caples Co., same city, as account executive.

Raymond M. Wall, formerly advertising and sales promotion manager, Illinois Tool Works, Chicago, appointed account manager, Waldie & Briggs, same city.

Richard R. Curtis, formerly with *Columbus* (Ohio) *Dispatch,* to Kight Adv. Inc., same city, as account executive.

Frederick N. Polangin, Fuller & Smith & Ross, N. Y., to Ted Bates & Co., same city, as account executive.

Charles A. Richardson, account executive, Kelly Nason Inc., N. Y., to McCann-Erickson, L. A., in similar position.

Richard M. Carver, formerly with sales staff, *This Week* magazine, Chicago, to account management staff, Earle Ludgin & Co., same city; **Kenneth Mason** returns to agency in creative department.

John H. O'Toole, general sales manager, General Electric Appliance Co., Louisville, to marketing dept., McCann-Erickson, N. Y., as manager.

Virginia M. Curran, assistant timebuyer, Roy S. Durstine Inc., L. A., named timebuyer.

Robert C. Kelly, formerly with Young & Rubicam, N. Y., and **Richard Holland** to tv production dept., Biow-Beirn-Toigo, N. Y., as tv program supervisors; **Rodney Albright,** formerly with Doherty, Clifford, Steers & Shenfield, N. Y., to tv production dept. as tv film producer; **Warren F. Ambrose,** McCann-Erickson, N. Y., returns to Biow-Beirn-Toigo as tv writer and visualizer in creative department.

Ernestine Winkler, formerly with radio-tv-films dept., Community Chests & Councils of America, to Cayton Inc., N. Y., in copywriting capacity.

A. F. Becker, radio-tv director, Umland-Eastman-Becker Inc., S. F., resigns to form own tv production firm.

Babs Lee, fashion coordinator, Young & Rubicam, N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., as fashion coordinator and stylist.

William J. Barber, public relations director, Adv. Assoc. of Phila., elected to associate membership, Aviation Writers Assn.

Gene Duckwell, business manager, Foote, Cone & Belding, L. A., named to journalism advisory board, Graduate Dept. of Journalism, UCLA.

James Buckmeyer, art director, Walter McCreery Inc., Beverly Hills, Calif., and Eva Mary Woodward were married Jan. 14.

Frank J. Sego, account executive, Parker & Assoc. Adv., Birmingham, Ala., father of girl, Sheree Ann, Dec. 29.

George E. Muehlebach, 73, retired vice president and general manager of George E. Muehlebach Brewing Co., Kansas City, died Jan. 12.

Harold E. Logan, 68, former treasurer and assistant secretary, Colgate-Palmolive Co., Jersey City, N. J., died Jan. 11.

Republic Buys Rights To 'Dr. Fu Manchu'

DETAILS of a $4 million transaction covering exclusive rights to "Dr. Fu Manchu" for television, radio and motion pictures were announced jointly last week by Herbert J. Yates, president of Republic Pictures Corp., and Sax Rohmer, creator of the world-famous character.

The agreement was signed by Mr. Yates, representing Republic Pictures and Hollywood Television Service Inc., tv subsidiary of Republic, and Douglas Storer, acting for Mr. Rohmer. Under the agreement, Hollywood Television Service will begin production of 78 half-hour tv film shows within two months, and also will produce half-hour radio programs, which will be taped separately. Republic also will produce three full-length motion pictures for international release, based on three of the more popular Sax Rohmer novels.

SAX ROHMER (l), creator of the famous fictional character "Dr. Fu Manchu," and Herbert J. Yates, Republic Pictures president, discuss the $4 million contract covering exclusive rights to the short stories, serials and books for adaptation to radio-tv and motion pictures.

Mr. Rohmer, whose stories have been published throughout the world in more than 25 languages, currently is engaged in writing new "Fu Manchu" stories. He will be available for consultation on the adaptation of "Fu Manchu" material to television. Mr. Rohmer will leave for Hollywood shortly to confer with Mr. Yates and Earl Collins, president of Hollywood Television Service.

INS-Telenews 'Sports' Set By Bethlehem in 3 Cities

BETHLEHEM Steel Co. will sponsor the International News Services-Telenews sports program, *This Week in Sports,* in three eastern markets. It marks the first time in television for the company. The sports program will carry a special introductory commentary by Harry Wismer with commercials by Dwight Weist.

The show will be seen on WTTG (TV) Washington, WBAL-TV Baltimore and WFIL-TV Philadelphia, effective Jan. 20 and 21.

Robert H. Reid, manager of the INS television department, in announcing the sale, said the business was placed through Radio Reports Inc., and that the Bethlehem Steel Co. is considering additional tv markets where it has plants and shipyards. Radio Reports is a monitoring service.

(Film continues to page 52)

How to Create GREATER FOOD SALES in BALTIMORE

THE WOMAN'S ANGLE with Ann Mar

Monday thru Friday 2-2:30 P.M.

Here's a program designed for the client!

Ann Mar is a most gifted young matron with a commercial sense and "know how" rare among performers. She can present your product with persuasiveness and a subtle "sell" that creates recognition and acceptance.

On "The Woman's Angle," your product is seen, accepted, appreciated.

FOR YOUR PRODUCT

On Maximum Power - Televising Color

WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

You get the whole 30-COUNTY MELON

with

KOIN-TV

Oregon's only maximum power station . . .

When you buy a market you want the *complete melon*—not just a slice or two. That's why advertisers are choosing KOIN-TV, Portland Oregon's *only* VHF station . . . Portland's *only* maximum power station.

The giant KOIN-TV tower, 1530 feet above average terrain, plus maximum power of 100,000 watts on Channel 6 blankets over 35,000 square miles in the prosperous Pacific Northwest. KOIN-TV delivers a consistent picture as far as 150 miles from Portland . . . reaching 30 Oregon and Southern Washington counties. No other advertising buy in the area can duplicate this sales coverage. Write, wire or phone us for complete availabilities.

CBS **KOIN-TV** **CHANNEL 6**

Represented Nationally by CBS Television Spot Sales

PORTLAND, OREGON

CLOSED CIRCUIT AT JWT

A NEW TECHNIQUE IN PREPARING TV COMMERCIALS

J. WALTER THOMPSON Co., New York, the third largest advertising agency in television-radio billing, developed its own closed circuit television "station"—operating on private channel 3 in New York—and is using it as a testing ground for commercials as a low cost method to help clients and agency executives work out commercials before committing them to film or live network. The station has been in experimental operation for the past year.

The workshop studio, located at 480 Lexington Ave., two blocks away from the agency's main office, is fully equipped with two Dage tv cameras, lighting equipment, 16mm sound motion picture cameras, projectors, control booth, recorders, monitors, props and sets.

Television commercials for such clients as Pond's, Eastman Kodak, Lever Bros., Scott Paper Co., French's and P. Ballantine have been worked out and tested in the workshop at a savings of many dollars.

JWT has found nine principal uses for its ch. 3 closed circuit. They are: (1) casting; (2) props: testing backgrounds and accessories; (3) visual effects: animation, stop-motion; (4) packaging: size and color; (5) lighting: textures as in wax paper, suds; (6) camera angles: use of mirrors, etc.; (7) appearance of product: richness of silver, orange juice, embossing of paper napkins; (8) techniques: speaking model or voice over, use of titles, and (9) living storyboard: gives clients better idea than static storyboards.

PREPARING a practice run for a new commercial for Pond's Dry Skin Cream.

An example of the usage of the workshop was the casting of a number of models for a Pond's commercial. Each girl demonstrated the same technique of putting on her makeup until one of them was selected by the company and its executives in the theatre to be used on the commercial. Barth McHugh, vice president and a member of the television department, explained that there was no cost for the live audition of each girl but if the girls had spoken lines the cost would be about $90 each. Voices used on the commercials also are selected via the workshop casting method.

The workshop currently is working out color commercials for Eastman Kodak, whose *Norby* series is being filmed in color.

The workshop has succeeded in giving the agency the advantage in bridging the gap between the original concept of a message and its completion. Under long-established procedures of visualizing print advertising, agencies developed a system of roughs, layouts, sketches, finished art and copy to give a comparatively low-cost preview of how the final message would look. Television inherited an approximation of these procedures in the storyboard but JWT maintains the storyboard is frequently inadequate. The workshop—with its live storyboard—gives the agency, at a lower cost, the following advantages: (1) client and agency see results as though in tv viewers home; (2) they see what commercial will look like before incurring final costs; (3) tv provides auditions of talent, product, pilot films, and (4) tv allows preview of an electronic medium electronically.

THE CLOSED CIRCUIT tv camera focuses on the Scotkins "apple dip" test. Twenty-five workshop experiments to develop the most dramatic way to demonstrate the "wet strength" of Scotkins, a product of the Scott Paper Co., were made before this final shot.

THE MONITOR at JWT's Tv Workshop is used to check a planned commercial for the Florida Citrus Commission. Background shows the soundproof control room at the workshop. The monitored picture also is relayed by closed circuit to receivers in the main office.

BRITAIN'S EXPERIMENT WITH COMMERCIAL TV

AS VIEWED BY A U. S. BROADCASTER

E. R. VADEBONCOEUR, president and general manager, WSYR-AM-FM-TV Syracuse, just back from an extended visit to England, describes the set-up of British commercial tv, expected to begin operations this fall with three stations and four program contractors, in a report to be delivered this week to the NARTB board. Excerpts from the report appear below.

THE START of a limited commercial television operation in England at a date still to be determined next fall will mark the most important development in British broadcasting since the first transmission of radio and television in England. It is no overstatement to say that only the inauguration of radio broadcasting, first, and of television broadcasting, second, outrank this experiment of tremendous social and commercial implication which will begin in the autumn of 1955.

In a solid month of talking with British educators, clergymen, broadcasters and hundreds of citizens of all types and levels of viewpoint, it became clear to me that commercial television in Britain was not finally decided by the Act of Parliament which created the Independent Television Authority at all. The fate of commercial television in Britain still hangs in the balance and the performance of commercial television in its first stages under the supervision of the ITA will decide whether [it] should continue in Britain or end quite abruptly. There is not the slightest doubt that there are enormously powerful factions who never were reconciled to commercial television in Britain and who make no secret of the fact that they would like to end the experiment and would throw their weight toward doing so at the first reasonable chance.

For an American commercial broadcaster, the first step in commercial television in Britain is certainly exciting. Commercial television will open with three transmitters, located in (1) the London area reaching a population of 14 million, (2) the Midlands area at Birmingham reaching a population of 10 million and (3) the North area located at Manchester reaching a population area of 14 million. The commercial possibilities are enough to stagger the imagination of an American broadcaster with memories of the single-market situation in this country during the freeze. These three commercial transmitters will reach, combined, approximately 38 million people in areas where the BBC broadcasts have built up a set population which gives a ready-made market to the commercial telecaster. There will be nearly four million television sets working in this area by next fall and commercial television will undoubtedly stimulate enormous new sales.

Once commercial television under the ITA is operating properly in these three first areas, the ITA must then turn its attention to other areas of the United Kingdom for the next step in commercial television development. It is already agreed that the fourth transmitter must go into Scotland. The chances are that a fifth television station will have to go into Wales. There may be other requirements in the United Kingdom, too, such as a transmitter for Northern Ireland which does not now have even BBC television, so it looks as though the three big transmitters serving the three great unduplicated areas of 38 million people in England will be perhaps the richest commercial television monopoly in the world for several years, perhaps as many as five.

Operation of commercial television in Britain this fall will break down to this format:

The ITA will construct, own, operate and control the television transmitters and by this method will have complete control over commercial television programming. The ITA will use the towers already in use by BBC at the point where ITA transmitters will be established. The ITA will pay a rental, still to be determined, to the BBC for use of the towers.

All commercial television programs will be originated and produced and fed to the transmitter under contract by operating companies called program contractors, [who] will have to construct, equip, own and operate their studios. They will have to finance completely their program operations. This is the significant dividing line in duty and in authority. The program contractors will have full responsibility for producing all programs, subject to approval by the ITA, which is responsible in turn to the Postmaster General, but all these programs must be fed through the transmitters which the ITA controls.

The first three transmitters have been made available to four program contracting firms: the Broadcast Relay Service and Associated Newspapers, the Associated Broadcasting Development Co., the Kemsley-Winnick Group and the Granada Theaters. These four companies represent principally newspapers and theaters.

The manner in which the four program contractors will share three transmitters follows a pattern of newspaper operation and economics. The entire operation of newspapers changes on Saturdays and Sundays, as against Monday through Friday. The Authority decided to follow this pattern in breaking down the time on the stations. The result is that the London station will be operated by the Broadcast Relay Service and Associated Newspapers Mondays through Fridays [and] by Associated Broadcasting Development Co. on Saturdays and Sundays. The Birmingham station will be operated by Associated Broadcasting Development Co. on Mondays through Fridays and by the Kemsley-Winnick Group on Saturdays and Sundays. The Manchester station will be operated by the Granada Theaters Mondays through Fridays and by the Kemsley-Winnick Group on Saturdays and Sundays.

Since these first four program contractors were selected, a very interesting new development has occurred. The Television Act lays very heavily upon ITA responsibility for careful balance

of news. As a result, ITA has decided that news shall be a separate category for program contract purposes and that a program contractor will be appointed exclusively for news [who] will handle all the news to be broadcast on commercial television. This will result in a fifth program contractor and further sharing of the three transmitters before operations begin next fall.

The contract fee, or license, or whatever the financial consideration for a program contract may be called, has not yet been determined. Neither has the duration of these contracts been determined. ITA and the contractors are now negotiating, and have been for several months, but it may be sometime in February before it is decided what a program contractor shall pay ITA for the right to broadcast commercially over ITA transmitters. ITA, after initial costs and aside from a modest annual sum which it may receive from the government, is charged with the responsibility for financing itself. Obviously, it will have to come as close to financing itself as possible from the fees to be charged to the contractors. It will be interesting to see what these fees will be. Presumably, they will be pretty high.

As to the duration of the contracts, ITA realizes that a large investment is involved and that a program contractor who constructs studios, contracts for talent and personnel and takes on advertising contracts will have to be assured of a reasonable life expectancy. Therefore, the contracts will probably run for five years in this first batch.

While the expression "Free Television" is certainly reasonable and justified, there is still a very great difference between the American concept of "Free Television" and the British concept of it, as it appears in this first experimental step. The Television Act provides for a considerable amount of control by the Authority over advertising and program matters. For example, under the Act it would be impossible for a sponsor to purchase a program packaged by an advertising agency for him and to telecast that program as being presented by the sponsor. The following quotation from the Act services to illustrate the point:

"Nothing shall be included in any programs broadcast by the Authority whether in an advertisement or not, which states, suggests, or implies, or could reasonably be taken to state, suggest or imply, that any part of any program broadcast by the Authority which is not an advertisement has been supplied or suggested by any advertiser. . . ."

NO CREDIT FOR THE SHOW

Apparently, a sponsor who wishes to attract a certain type of audience, or a high volume of audience, could produce and present a half-hour program into which he could insert his advertising messages, but he could not claim any credit for the program nor could the advertising announcements be integrated in any way. While there is no restriction definitely laid down as to the amount of commercial which may be carried at any given time, the controlling factor for the insertion of advertising messages seems to be the expression "at natural breaks." However, this wording is probably susceptible to many interpretations.

I asked Sir Robert Fraser [ITA director general] how he felt the Authority would look at a program produced in the format of a vaudeville show. This program might be an hour long. It might have ten acts, each doing a turn six minutes long, [or] 15 acts, each doing a turn four minutes long. Would the break between each act be a "natural break"? He felt it was possible that this might be considered to be correct, although he had no set opinion on it because the question had not arisen before.

In practice, it is going to be quite possible to insert a reasonable number of commercial announcements in any of the program formats which can be foreseen, but the Television Act certainly is directed at preventing sponsors from controlling programs. It may not be possible to prevent a sponsor from producing and telecasting through the program contractor a program of the type he wants, but if the Act is interpreted with any degree of strictness, the sponsor's only benefit will come from clean-cut announcements within, but not linked to, the program.

To an American broadcaster, some of the restrictions placed upon commercial television at its outset in Britain will seem pretty severe. For example, the Postmaster General has the authority to forbid the advertising of any goods or services he may determine to be undesirable and he may also issue instructions against methods of advertising which he does not feel should be employed. The Postmaster General is also the final authority, in consultation with ITA, as to eventual rules covering the "interval which must elapse between any two periods given over to advertisements" and as to types of broadcasts into which advertisements may not be inserted. One flat prohibition already appearing in the Act will ban commercials by or for any religious or political group or cause and any commercial with any relation to an industrial dispute.

The Act also provides that the Authority must include in its contracts with program contractors provision for the contractor to submit to the Authority in advance of broadcast, scripts and particulars of programs, including commercials and other full details. Contracts also must reserve to the Authority "power to forbid the broadcasting of any matter, or class or description of matter." The contracts also will provide power for the Authority to "require that nothing shall be broadcast without previous approval of the Authority."

ADVISORY COMMITTEES

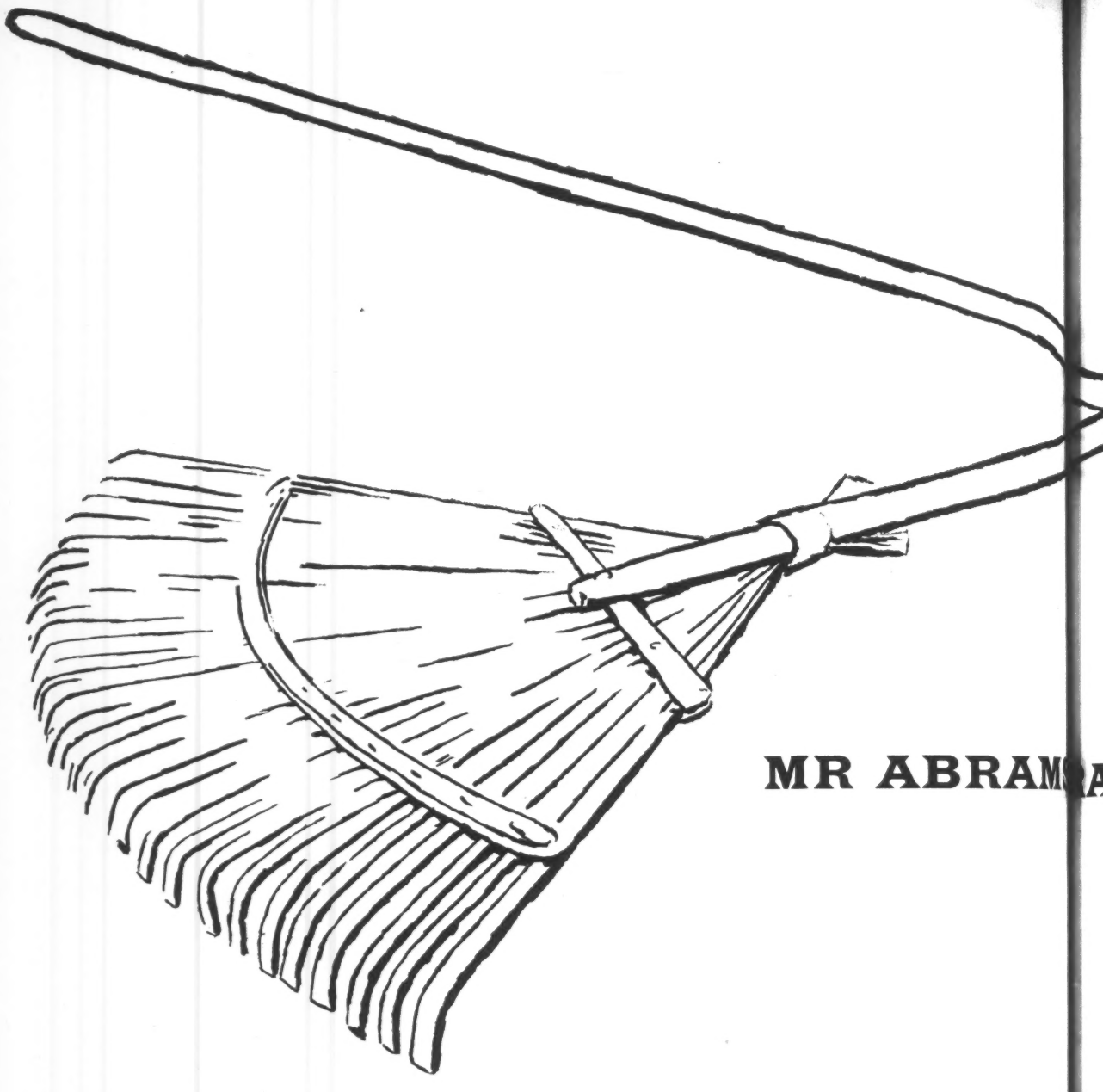
Further restrictions in which British commercial television will differ from American commercial television appear in the provision for advisory committees on advertising, religion and children's matters. The committees on religion and children's matters will be the same as those now advising the BBC. However, the advisory committee on advertising will be a completely new one because, obviously, the BBC has never had any such committee. Under the Television Act this advisory committee will guide the Authority and program contractors in standards of advertising such as "exclusion of misleading advertisements" and provide the Authority "a code of such standards of conduct." The recommendations of this committee are binding upon the Authority, and the Authority's agreement with program contractors, in turn, makes these recommendations absolutely enforceable.

Furthermore, the Postmaster General and "any other Minister of the Crown" may order the Authority to broadcast any announcements he feels necessary or expedient "in connection with his functions." This is not a matter of making a request, as in the case of government officials of the United States, but is an absolute right of the Postmaster General or Minister, as I read the Television Act.

"Non-exclusivity" provisions in the Television Act again mark a considerable difference between the new British system and the present American system. These provisions give the Postmaster General power to prevent the Authority or one of its contractors or the BBC from gaining exclusive rights to any important sporting event or other type of special event. For example, if a program contractor tried to buy exclusive rights to the Grand National or the Wimbledon matches, the Postmaster General would have the right, if he so desired, to step in and order that equivalent rights be given to the BBC so that it might televise the event over its own service. That, of course, would put it up to the promoter to determine whether he wanted the event telecast by two or more telecasters and would remove the promoter's control over the amount of telecasting of the event. It would also put the program contractor in the position of having bought or otherwise obtained a valuable property which is no longer exclusive with him. In effect, this is almost certain to prevent any exclusive broadcasts of any important sports or special events on commercial television.

The BBC is also protected in the Television Act by provisions which prevent the commercial television system from competing with BBC in the field of sound only; this is in spite of the fact that BBC television does some programs in sound only.

One departure from the newspaper pattern is going to be quite noticeable because in England advertisements for gambling are acceptable as newspaper advertising. This is the one really important source of newspaper revenue which is already sure to be barred from commercial television. However, virtually all other goods and services advertised in newspapers will probably be permitted on commercial television.

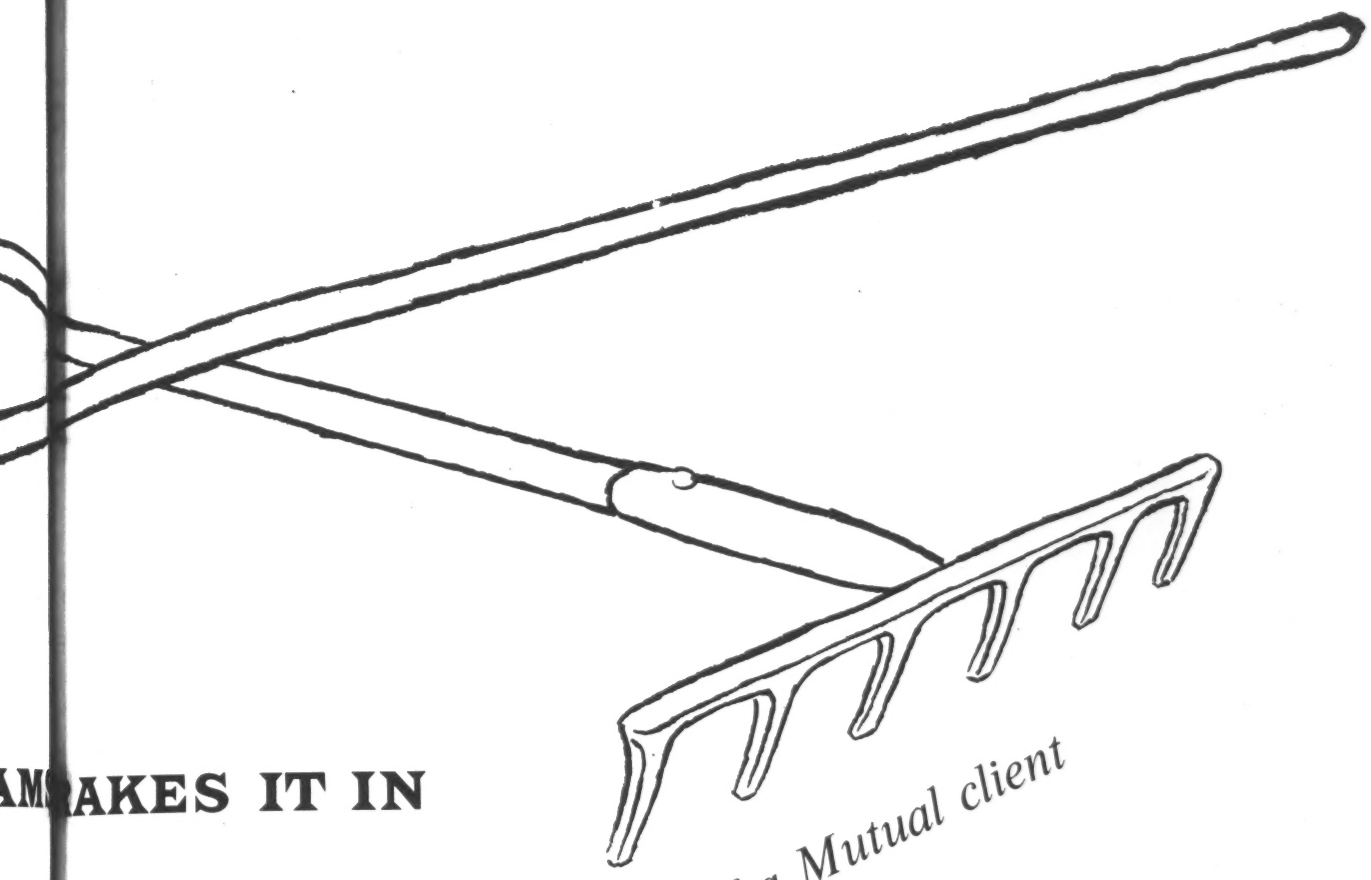


MR ABRAMS A

One of the most penetrating analogies of the relative merits of radio and television that we've seen came recently from Mr. George Abrams, Vice President in charge of advertising for the Block Drug Company. Mr. Abrams buys both network radio (Mutual only) and television. He speaks from the ideal vantage point of a rising sales curve.

Radio, he says, is like a bamboo rake; television, a metal rake; they resemble each other but perform different tasks. For example, the close-set tines of a bamboo rake pull in things that slip easily through the gap-toothed metal rake. Then, Mr. Abrams set down the advantages of Mutual's bamboo rake:

"When you reach an American family for 1/20 of a cent why not tell every advertiser in America about it. Even a government postcard today costs you 2¢, but that's unaddressed and undistributed. Why, for that 2¢ alone, radio can bring a message into 40 homes. But this low cost leads to another advantage—*repetition.* If my commercial message is only costing me 50¢ -per-1000 each day that it goes on the air, then five messages a week are costing



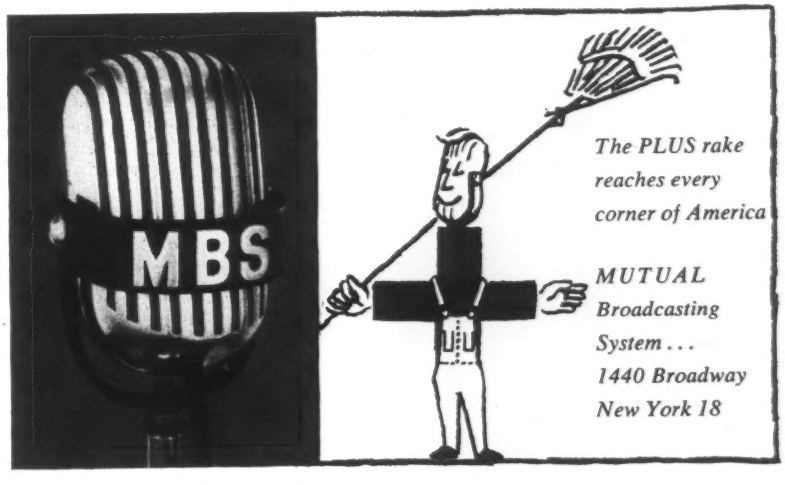
AMS RAKES IT IN

the down-to-earth story of a Mutual client

...e only $2.50. *How inexpensive can you get? How low can your advertising cost become?"*

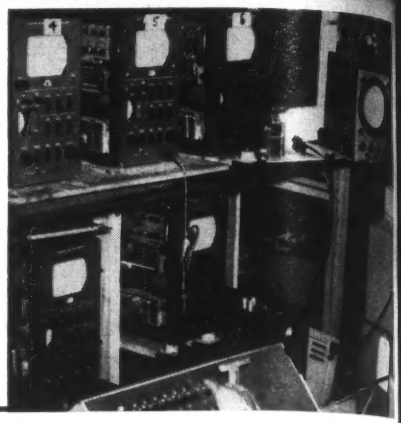
Mr. Abrams' analogy of the bamboo rake is ...articularly apt for Mutual. Because Mutual's model ...as even more teeth than the other network rakes ...572 of them in the form of affiliated stations – ...lmost twice as many as any other network. They ...weep farther and finer than the other networks can.

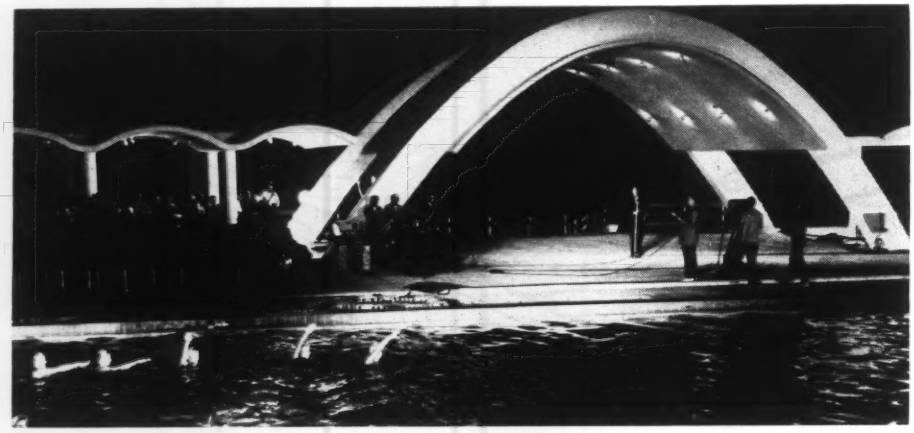
Actually, Mutual has many rakes; there's one ...icely balanced for the grip of every advertiser. Like you for instance. *Can we help you rake it in too?*



THE STATION BEHIND THOSE MANY

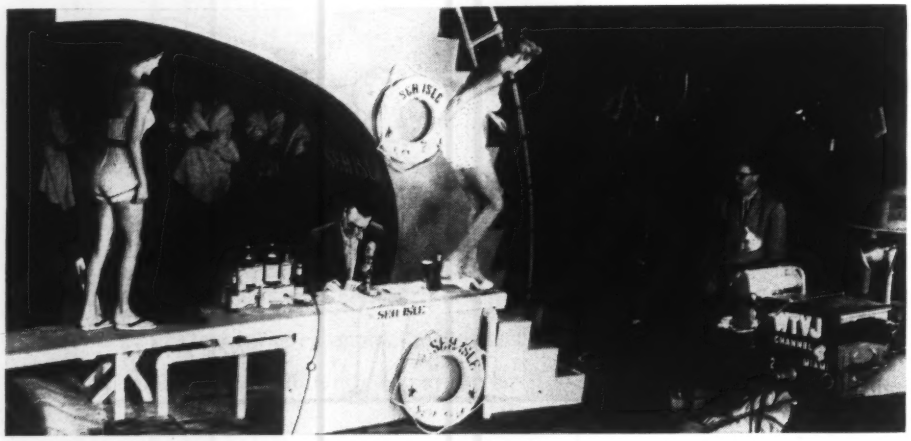
MIAMI TV PROGRAMS





"THE COMEDY HOUR" WITH GORDON MACRAE

"TODAY" WITH DAVE GARROWAY



"TONIGHT" WITH STEVE ALLEN

TV PROGRAMMING, as well as the birds, has gone south for the winter. Or so it would appear, at least, from the busy schedule of network originations from the Miami area these past weeks. A mainstay of that programming has been WTVJ (TV).

During the 17 days from New Year's eve through Jan. 16 a total of 26 hours of top-rated network programming has emanated from the East Coast playground. These originations were the brainchild of many south Florida boosters headed by Col. Mitchell Wolfson, president of WTVJ (TV) Miami; Woody Kepner, Miami publicity director, and Hank Meyer, Miami Beach public relations director.

On New Year's Eve WTVJ originated the Orange Bowl Parade from 7:00 to 7:30 p.m. for CBS-TV, following up with the Orange Bowl football game New Year's Day over that network.

On Jan. 10, Dave Garroway and his *Today* show moved into Miami Beach's Sea Isle Hotel as did Steve Allen and the *Tonight* program. WTVJ beamed both of these programs daily (Jan. 10-14) to NBC-TV. In between those programs on Jan. 14, the WTVJ crew installed another remote unit to originate the Loi-Flanagan fight for NBC.

At the conclusion of the *Tonight* show WTVJ tore down its remote set-up at the Sea Isle and installed a six-camera production unit with three miles of cable and special switching equipment (picture above) at the Fontaine Bleau Hotel in time to start rehearsals for the NBC-TV *Colgate Comedy Hour*. Three acres of pool, patio and club rooms had to be lighted.

The City of Miami Beach picked up the cable costs incurred in sending *Today* and *Tonight* to NBC-TV. These costs to the city were, in part, defrayed by the Sea Isle Hotel, the Miami Beach Kennel Club and Hialeah Race Course.

The Sea Isle also provided the *Today* and *Tonight* cast and technicians (a total of 72 persons) with rooms, food and other accommodations. The Fontaine Bleau did the same for *Comedy Hour* personnel.

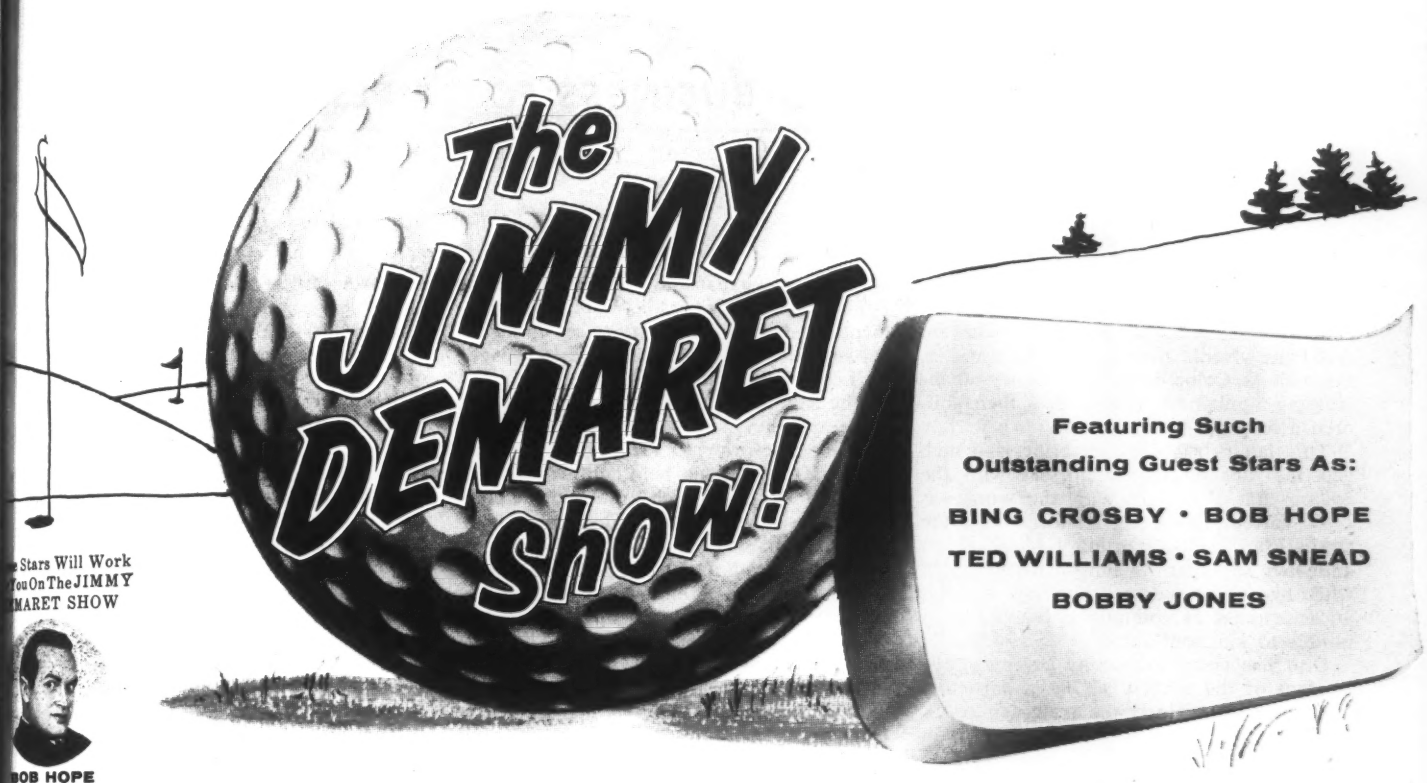
Technical costs: WTVJ quoted a basic charge of $1,000 for each of the *Today* and *Tonight* shows and $3,000 for the *Comedy Hour* program. This price included full crews for eight hours but was exclusive of line-loops and other incidentals.

All of the WTVJ remotes were directed by Jack Shay, WTVJ vice president in charge of operations.

YOU CAN'T MISS!

America's Top STAR-STUDDED SPORTS SHOW!

A Fifteen-Minute TV Series With A Million Dollar Sell!



Stars Will Work
You On The JIMMY
MARET SHOW

BOB HOPE

NG CROSBY

D WILLIAMS

AM SNEAD

OBBY JONES

FIRST 13 SHOWS FILMED AND READY TO GO RIGHT NOW! 39 SHOWS IN ALL!

Here's A Combination of PERSONALITY–FORMAT–STARS . . . and a ready-made market that will make the JIMMY DEMARET SHOW the hottest fifteen minutes in television!

Over 25,000,000 rabid golfing fans form an immediate, eager audience for personal instructions, anecdotes and interviews by their all-time favorite . . . the smiling, colorful Jimmy Demaret.

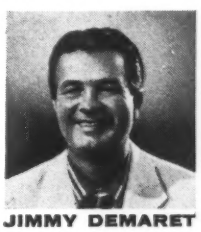
A GRAND SLAM FOR PRODUCT PROMOTION, TOO–

- *A Million Dollars Worth Of Free Advertising*–Five national advertisers now using Jimmy Demaret will slug in "Watch the Jimmy Demaret TV Show" in large space ads appearing in Life, Look, Saturday Evening Post, Newspapers, etc.
- Demaret himself delivers personable, polished commercials!
- The Jimmy Demaret Golf Instruction Book is ready for sponsor imprint!
- Filmed in color!
- Full publicity and promotion program backs the Jimmy Demaret Show constantly! **A natural from any point of view.**

Jimmy Demaret delivers the Golf Market–An active, enthusiastic market–geared to backing their interests with buying power!

Jimmy Demaret and his top-name guest stars give you drawing power that will appeal to millions of TV viewers of all interests!

AN Award Television Corp. PRESENTATION


JIMMY DEMARET

One of the all time money winners on the links, Jimmy has a great commercial record as well. His reputation, personality, colorful dress and salesmanship make him one of the most successful TV salesmen available.

For further information or audition prints, phone, write, wire, **Award Television,** 1501 Broadway, Room 1501, N. Y. C., N. Y., WI 7-6650

OTTO SLAYS 'EM ON TV

ANIMATED CARTOONS BUILD BUSINESS FOR A PEST CONTROL FIRM

WHEN it's sleepy time down South—in fact in a 26-state geographical area which actually reaches as far north as Delaware and Pennsylvania over to Nebraska and as far west as Colorado and Arizona—an increasing number of parents allow their children a final pre-bedtime treat.

This latter-day piece of bribery—which gets the kids off to the nursery with the feeling that all's right with the world—is a tv cartoon character called "Otto the Orkin Man." Otto's primary chore as an animated spraygun is simply to go phfft! while his young audience blissfully watches an assortment of common household pests tumble to kingdom come.

Otto has never made any demands that his fans of the tricycle set eat a particular kind of cereal. He is the television trademark of the Orkin Exterminating Co. of Atlanta, Ga., a 53-year-old firm which claims to be the world's largest pest control organization.

That Otto's heroics appeal to the grown-ups as well as to the young can reasonably be deducted from a look at the company's sales figures. Paralleling Orkin's increasing participation in television, sales have doubled in the past 2½ years, with a gross figure of more than $12.3 million in 1954.

Orkin Exterminating Co., its founder and president likes to say, grew out of a black satchel. When he was 14, Otto Orkin, a Latvian immigrant, started selling rat poison from door to door in eastern Pennsylvania, carrying all his wares in a little black bag. Young Mr. Orkin discovered early in his career that housewives preferred he apply his own rodenticides and insecticides since he guaranteed the results.

Orkin got into television after a long history of activities in other media. Before World War II, the company's principal advertising was space in newspapers and telephone directories, all handled personally by Mr. Orkin. During and after the war the pest control firm underwent an impressive expansion and about this time Orkin began using radio spot announcements. It became necessary to set up an advertising department, which today is headed by Leon R. Robbins Jr.

The company was quick to realize the value of television with the rise of that medium just prior to the outbreak of the war in Korea. Orkin held conferences with WSB-TV Atlanta, which produced the company's first filmed spots. The first, run in March 1950, showed a woman standing on a couch screaming at the sight of a rat. About this time, Orkin hastens to add, the company decided to use the cartoon approach. The latter, as things turned out, was much more in line with Orkin's policy of refraining from scare advertising.

Otto the Orkin Man sprang full-blown from his tv-conscious creators' heads while the first series of the company's 20-second spots were being produced in 1951 by Motion Picture Associates, New Orleans. Although the company long before had established its trademark, a red diamond, planners felt an animated character, speaking for Orkin, might help do away with the stigma often attached to the pest control business. Whereupon, Otto the Orkin Man came forward to symbolize the spraygun all Orkin service men carry on their monthly visits to the firm's 85,000-plus accounts.

The first of Otto's video victims was a pair of hardy rapscallions named "Rags the Ruinous Rat" and "Legs the Repulsive Roach." Rags and Legs are permitted to look and act their worst until near the end of the film when Otto, the eternal hero, turns his fumes upon the villainous characters and they collapse in defeat.

These two characters are so treasured by children, says the company, "that we almost find ourselves favoring them in the scripts." But since it is the job of both Otto and the script to sell Orkin's services, the scriptwriter invariably overcomes this unsalesmanlike temptation and Otto wins out in the end.

The first Orkin films were immediately successful, mainly because of their attraction to children. At the end of each film, Otto, to further establish his invincibility, sings a jingle (written by Wade Creager of Atlanta) set to music reminiscent of the tune, "Popeye the Sailor Man."

In several films, a housewife beset by household pests shouts at one point: "Orkin come quickly!" When these films were put on television, the Orkin offices began receiving telephone calls from children who shouted, "Orkin come quickly!" before hanging up the receiver. Orkin still receives calls almost daily from youngsters who want to speak to Otto. When a North Carolina physician called a competitor to rid his house of termites, his three-year-old wanted to know where was Otto. When the son kept up his demands, the father agreed to call Orkin to bid on the work. Orkin got the job.

Orkin's current inventory of films, all starring Otto in stirring dramas of life and death in the insect world, includes "The Termite Tutor," "The Roach Coach," "Termite Defense" and others. Orkin uses 10-second shorts in which Otto sings the jingle.

THE ORKIN BILLBOARD IN ATLANTA

THE POWER OF POSITIVE RADIO

A new kind of programming, a new kind of listening, a new and exciting success with audiences and advertisers is yours on NBC RADIO.

POSITIVE PROGRAMMING

To its roster of great personalities heard daily, NBC RADIO adds one of America's ten most influential people, Dr. Norman Vincent Peale—*available for the first time to advertisers.*

DR. PEALE IS HEARD EACH WEEKDAY MORNING 10:05-10:15 EST.

Dr. Peale is a man who has already won an audience of over 30,000,000 homes through his regular LOOK Magazine articles, his syndicated newspaper column, his speeches and his books. His latest, THE POWER OF POSITIVE THINKING, is fast becoming the most important book of our generation—it has been #1 on best seller lists for more than two years.

Programming of important personalities who have huge followings has proven its appeal in Mary Margaret McBride's daily chats. Sold out for weekday segments, it was extended to weekends by popular demand of listeners and advertisers. Dr. Peale immediately follows Miss McBride: together they provide a programming order unmatched in day-time listening impact.

POSITIVE LISTENING

Dr. Peale each day answers questions from listeners on problems of personal, everyday life, acting as guide and counselor. Out of his rich experience and wisdom he brings inspiration to lift the heart and practical, useful steps to help in working out problems.

POSITIVE BUYING

The Norman Vincent Peale program can be of immense value to acceptable advertisers. Dr. Peale is a nationally-known figure of impressive stature and personal following. His program in NBC Radio's effective new format is available for sponsorship one to five days a week at amazingly low cost.

Here is a truly outstanding advertising opportunity...of that you can be positive. Get all the facts from your NBC Radio Network representative today.

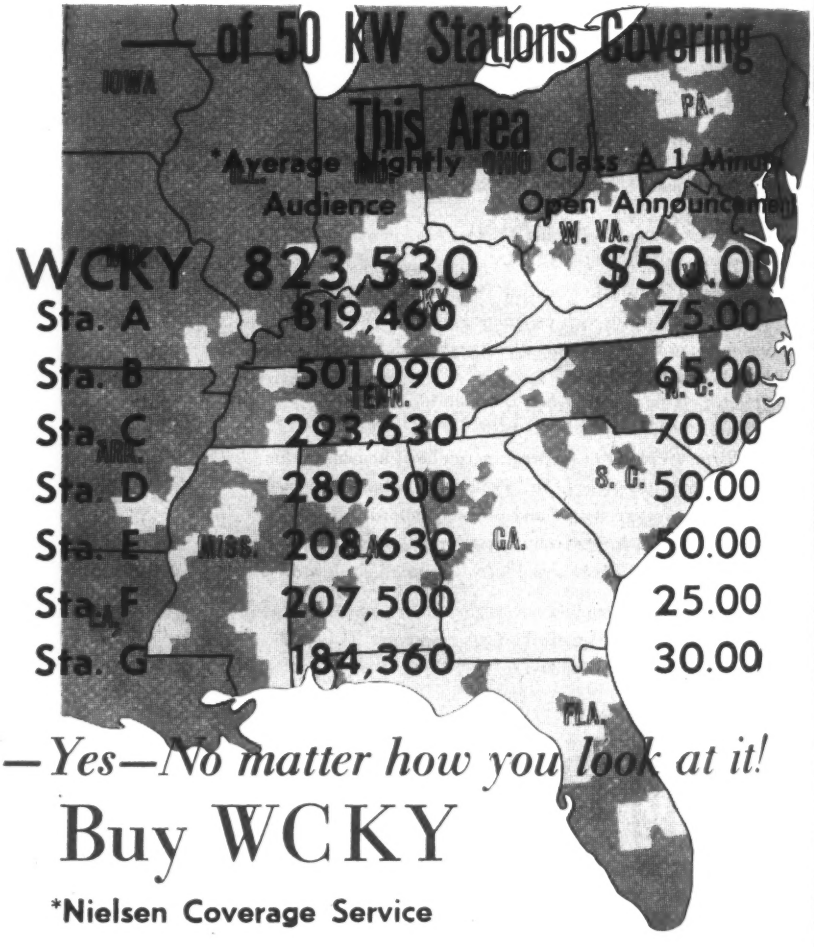
NBC RADIO

a service of RCA

THE LATEST
WCKY
STORY

WCKY
No Matter How

For The Best Coverage of The South at Lowest Cost per Thousand Use WCKY



*Average Nightly Audience	Class A 1 Minute Open Announcement
WCKY 823,530	$50.00
Sta. A 819,460	75.00
Sta. B 501,090	65.00
Sta. C 293,630	70.00
Sta. D 280,300	50.00
Sta. E 208,630	50.00
Sta. F 207,500	25.00
Sta. G 184,360	30.00

—Yes—No matter how you look at it!

Buy WCKY

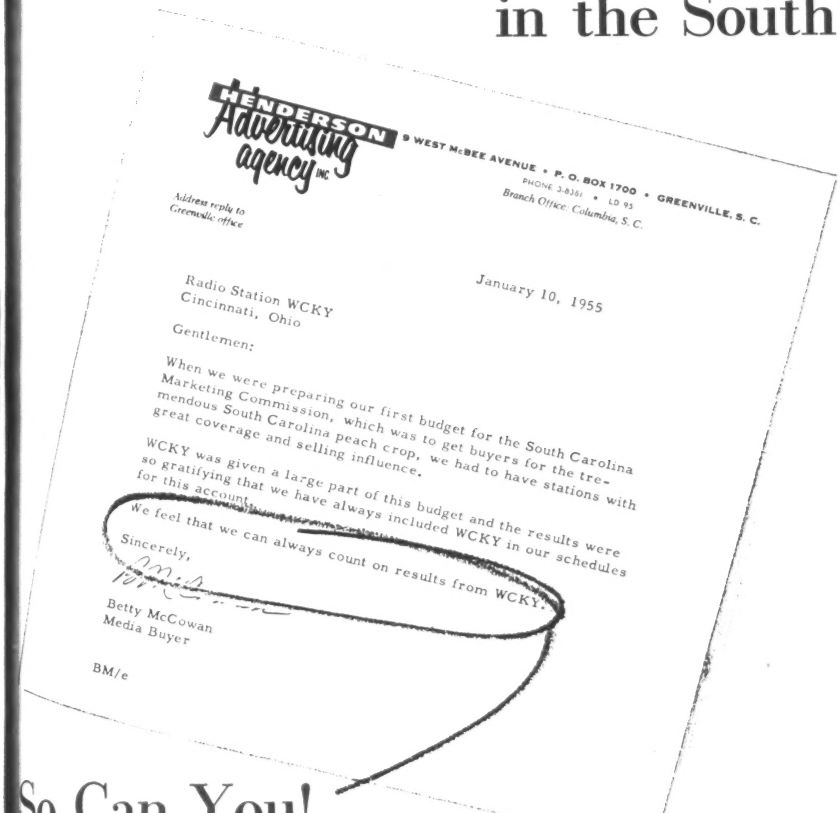
*Nielsen Coverage Service

YKCW

You Look at It!

WCKY

they know in the South!



HENDERSON Advertising agency INC.

9 WEST McBEE AVENUE • P. O. BOX 1700 • GREENVILLE, S. C.
PHONE 3-8351 • LD 95
Branch Office: Columbia, S. C.

Address reply to Greenville office

January 10, 1955

Radio Station WCKY
Cincinnati, Ohio

Gentlemen:

When we were preparing our first budget for the South Carolina Marketing Commission, which was to get buyers for the tremendous South Carolina peach crop, we had to have stations with great coverage and selling influence.

WCKY was given a large part of this budget and the results were so gratifying that we have always included WCKY in our schedules for this account.

We feel that we can always count on results from WCKY.

Sincerely,

Betty McCowan
Media Buyer

BM/e

So Can You!

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

TWENTY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

20-second "situation comedies" and 60-second dramas.

Orkin's national tv schedule is placed by Bearden-Thompson-Frankel, Atlanta, with about 20 stations purchased locally. Because of the increasing interest in Otto, the company, which advertises in around 1,000 telephone directories, buys extra "Otto" trade name listings in many of them since some people think that is the correct corporate name.

Tests in several of the 300 cities in 26 states, Cuba and the District of Columbia, where Orkin has district and branch offices, have shown, the company says, that nearly 70% of unsolicited calls are the results of its television advertising. In December 1952 Orkin was carrying regular schedules on eight tv outlets with a monthly budget of $1,700. In December 1953 the company was on 90 stations with a budget of $19,176.

Because of the seasonal nature of the pest control business, Orkin in the past has sharply curtailed advertising during the winter months. Last winter, however, the company maintained its tv schedules through the cold months and feels television was responsible for the 20% increase in business during this period.

Orkin makes it a policy to go on every station which opens in areas not covered up to that time in the firm's territory.

Orkin's proudest accomplishment in its promotion of the firm's tv promotion is its large animated billboard located on Atlanta's busy Peachtree Street. The company, which had been studying the possibility of outdoor advertising to supplement its promotion budget, contracted with General Outdoor Advertising Co. for a moving lighted unit in the center-of-town location.

The billboard shows Otto at his usual task of dispatching a sundry collection of pests to oblivion. This time the ambidextrous Otto is tuning in a tv set with one

Everybody's Talking About It!

78,221

CARDS and LETTERS

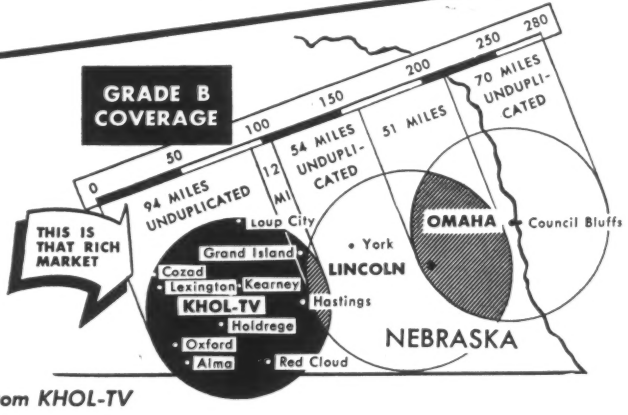
to KHOL-TV said...

"We Receive No Other TV Station Regularly!"

HERE'S

UNDUPLICATED COVERAGE

Here's unduplicated coverage that reaches 35% of Nebraska's total farm market. Your proof? 78,221 cards and letters received from Channel 13 viewers in just four days (October 26 to October 30, 1954) proving exclusive coverage by KHOL-TV. Get the story—get the facts today.



Mail Count by Towns upon Request from KHOL-TV

KHOL-TV

CHANNEL 13 — KEARNEY, NEBRASKA

Owned and Operated by BI-STATES COMPANY

JACK GILBERT, Station Manager
Phone Axtell, Nebr. SH-3-4541
AL McPHILLAMY, Sales Manager

CBS • ABC • NBC • DUMONT • NETWORKS

REPRESENTED NATIONALLY BY MEEKER TV, INC.

NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M Minnesota

hand while with the other he presses the button connected to his nozzle directed at the tv screen, literally spraying the pests out of the picture. Those who look at the sign are advised by Otto to "Watch for me on tv." The "watch for me on tv" theme also is carried out in the company's other promotion—the company has completed negotiations to buy a million match covers with this slogan.

Orkin's fiscal 1954 advertising budget was about $600,000, of which about half went into television. The company spent $15,000 during the year for tv production with Kling Studios in Chicago, Pyramid Pictures in Atlanta and others.

A large part of the tv work is supervised by Anita Ritchie, assistant advertising manager. Mrs. Ritchie created many of the cartoon characters and most of the scripts.

The Orkin commercials must be tailored carefully so prospective customers will know the firm sells only service and not sprayguns or insecticides. With the company's business about half termite control and half exterminating, Orkin divides its schedules accordingly, beginning with termite control films in January and pest films in the summer. Each film runs about a month in a given territory. Orkin always buys Class A spots unless budget problems decree otherwise.

Another example of television's effectiveness as used by Orkin is demonstrated in its recent introduction of Orkin-Tox, a system of slotted pipes built into new homes, plus soil poisoning and a wood treating process, to make the house termite-proof.

Orkin's new system offered guaranteed protection with a contract. The company began a program of newspaper advertising and personal calls on builders, with some direct mail, but it was only when Orkin put Orkin-Tox on the air with a 60-second film that the company began receiving unsolicited telephone calls.

Now, in Miami alone the firm is installing more than $100,000 worth of Orkin-Tox.

Orkin feels that if public acceptance of its tv films continues, the company will seriously consider publishing a schedule in each city. Many parents have requested such a schedule so they can use the films as a bribe to get the children to go to bed. That is one reason why Orkin likes to buy early evening adjacencies.

In markets where Otto has been on television nearly three years, the cartoon character is almost as well known as Santa Claus. Since many children expect to see Otto doing the spraying, Orkin, which has developed a healthy respect for both television and children, is considering the possibility of dressing its service men with masks or hats to give them that latest Otto look.

The pest control firm already is preparing for color tv when it becomes widely used and has made two color spots. If expansion of the company continues at the present rate, Orkin probably will consider sponsoring a tv show regionally or even nationally. The company's advertising budget doubled in 1953 when 40 new offices were opened. And in 1954 Orkin opened 36.

RULES FOR AGENCIES IN DEALING WITH BROADCASTERS

RECOMMENDED standards for agency people in their relationships with radio and television broadcasters, developed by the American Assn. of Advertising Agencies' Committee on Broadcast Media and approved by the AAAA board of directors, were released last week by the AAAA. Text of the recommendations—which are being distributed by AAAA to both member and nonmember agencies, and also by NARTB to radio and television broadcasters, by the Assn. of National Advertisers to broadcast advertisers, and by the Station Representatives Assn. to its members —is reproduced below. Additional copies may be obtained from the distributing associations or from AAAA headquarters, 420 Lexington Ave., New York 17.

Rates

The agency is bound to seek for its client the lowest rate available for any class of advertising.

(NOTE: The A.A.A.A. Standard Forms of Contracts for Spot Radio and Spot Telecasting provide that the rate quoted is the lowest rate charged anyone for like services, and that "there shall be no secret rates, rebates, or agreements affecting rates.")

Agency people, therefore, should encourage broadcasters to publish any special rates that may be quoted, as soon as they are made available to anyone.

Merchandising Cooperation

The advertising agency may accept whatever merchandising cooperation a broadcaster regularly makes available.

However, agency people should not demand or encourage free services that are not a proper function of broadcasters, or are in excess of what is generally regarded by broadcasters as proper.

Publicity

(a) Decisions as to whether publicity items should be broadcast are properly in the province of the broadcaster and under the law he is solely responsible.

Agency people should not attempt to influence a broadcaster's editorial judgment on publicity items by promises of advertising or other pressure tactics.

News, editorial and other publicity items should be sent separately and should never be included with advertising orders.

(b) Agency people should not expect broadcasters to use publicity which has no clearly recognizable news, educational, or editorial value.

On the other hand, submission of a news item by an advertising agency should not prevent its being broadcast if it does have real news, educational, or other editorial value.

(c) Agency people should not seek to get broadcasters to accept as free "public service" program material, publicity that is clearly commercial.

If the program material mentions products or services by name, most broadcasters regard it as commercial and require that it be placed at regular time rates.

Programs and Commercials

The effectiveness of broadcasting as an advertising medium may be impaired by any program or commercial which arouses resentment in any appreciable portion of the public.

Commercials which are over-long, over-repetitious, in poor taste, or which interrupt programs at inappropriate times, are likely to cause criticism.

Programs which are deemed by any considerable segment of the public to be in bad taste, to be over-commercialized, or to exert any undesirable influence, especially on children, impair the effectiveness of broadcast advertising and endanger the editorial freedom of broadcasting.

To avert criticism and to help keep broadcasting welcome in American homes, agency people should observe the spirit and letter of the A.A.A.A. Copy Code and the radio and television codes of the National Association of Radio and Television Broadcasters.

Operating in the Public Interest

Agency people can be helpful in their relations with broadcasters by recognizing the paramount importance of the public interest aspects of programming.

The public's interest should be as much a concern of the advertising agency as it is of the broadcaster, not only because it is one of the service opportunities for which broadcasters are licensed, but also because it is the key to audience loyalty.

Nothing should be initiated or proposed which in any way fails to show consideration for the public interest.

The plans board retires into closed session • works up a preliminary program that runs into six figures • your medium is mentioned • a big contract hangs in the balance • the media director reaches for Standard Rate •

and if you have a Service-Ad near your listing...

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among advertisers and agencies has taught us that one of the most important uses of Service-Ads comes at those times when conference room doors are locked, challenges and suggestions come thick and fast, and somebody has to come up with answers—fast.

BROADCASTING • TELECASTING
1735 DeSales Street, Washington 6, D. C.

Here's my order for:

☐ 1955 BROADCASTING Yearbook • Marketbook $3.00
☐ Annual BROADCASTING • TELECASTING subscription including 1955 BROADCASTING Yearbook • Marketbook $9.00

name
company name
address
city
zone
state
position

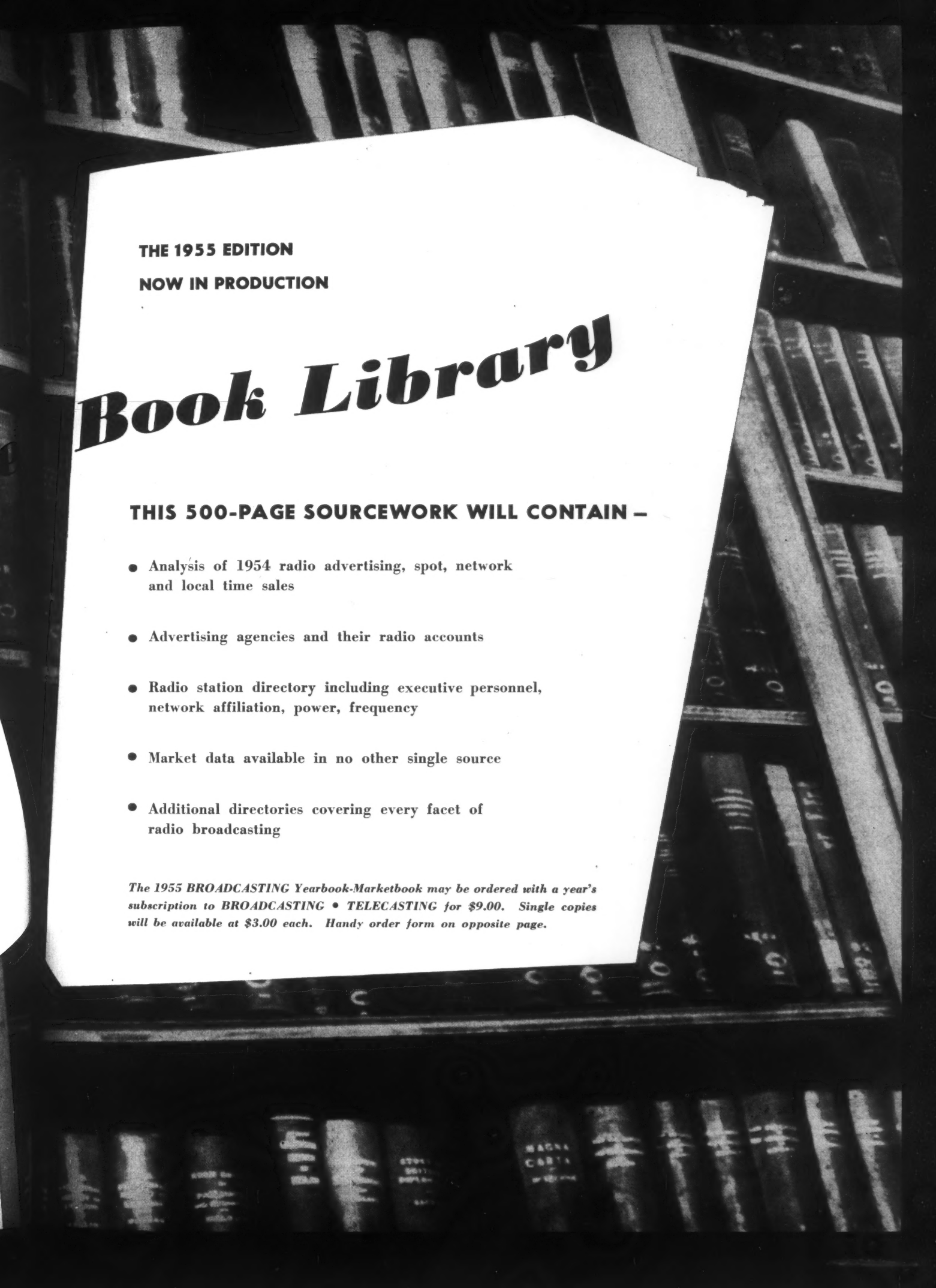
$5.00 PER COPY

BROADCASTING
TELECASTING

Radio's On

1955
BROADCASTING
YEARBOOK-
MARKETBOOK
ISSUE

BROADCASTING YEARBOOK-MARKETBOOK ISSUE



THE 1955 EDITION

NOW IN PRODUCTION

Book Library

THIS 500-PAGE SOURCEWORK WILL CONTAIN –

- Analysis of 1954 radio advertising, spot, network and local time sales
- Advertising agencies and their radio accounts
- Radio station directory including executive personnel, network affiliation, power, frequency
- Market data available in no other single source
- Additional directories covering every facet of radio broadcasting

The 1955 BROADCASTING Yearbook-Marketbook may be ordered with a year's subscription to BROADCASTING • TELECASTING for $9.00. Single copies will be available at $3.00 each. Handy order form on opposite page.

(Film continues from page 32.)

'Disneyland' Series Starts New Production

WALT DISNEY, whose current ABC-TV *Disneyland* series goes into repeats March 9, is in production and pre-production on his next series of 26 hour-long films for the 1955-56 season which starts on the network next September. In an exclusive interview with B•T, Mr. Disney revealed the upcoming schedule.

"Disneyland," the $9 million amusement park under construction near Anaheim, Calif., is expected to be completed in July and its premiere will probably open the fall season of ABC-TV *Disneyland*. Two other programs, for Easter and Christmas, will emanate from this 160-acre amusement center.

There will be four "Tomorrowland" programs: (1) Flight Around the Moon; (2) Expedition to Mars; (3) Autopia, an imaginary country in which the inhabitants have learned to live with the automobile; (4) Atomic Era, which will show the atom put to constructive use.

In the "Adventureland" category there also will be four programs: (1) This section of the "Disneyland" park will be revealed in detail, culminating in the showing of "Water Birds," a theatrical featurette, in its entirety; (2) "Olympic Elk," theatrical feature in the "True-Life Adventure" series, will be shown in its entirety; (3) and (4) will be made out of new and old footage to comprise such categories as "Oddities of Nature."

Two specially-produced feature films will make up "Frontierland." Divided into two parts each, one will be based on experiences of John Colter, the first white man to explore Yellowstone and who later joined the Lewis & Clark expedition. The other will tell the story of Big Bill Williams, who marked the Santa Fe Trail.

As to the 11 programs under the heading of "Fantasyland," Mr. Disney elects to pass them off as "11 surprise packages."

Wrather Plans $10 Million Hotel Next to 'Disneyland'

JACK WRATHER, president of Lone Ranger Inc., KFMB-AM-TV San Diego and sole owner of WJDW (TV) Boston, Saturday announced plans for a $10 million 30-acre hotel to be constructed immediately adjacent to the entrance of "Disneyland," the $9 million 160-acre amusement park under construction near Anaheim, Calif. Associated in the venture with Mr. Wrather, who also owns L'Horizon Hotel in Palm Springs and Twin Lakes Lodge in Las Vegas, is Mrs. Helen Alvarez, part owner and vice president of KFMB-AM-TV. The new hostelry, designed by Pereiro & Luckman to accommodate part of the expected eight million annual visitors to the park, will have 500 rooms, each of which will be equipped with color tv receivers. Both the hotel and park are expected to be completed by mid-summer.

Frederic Forms Own Tv Firm

MARC FREDERIC, for the past five years general manager of Teevee Co., Beverly Hills tv film distributor, has resigned to form his own tv packaging firm. He is in New York for a meeting with agency and tv station executives.

TALKING OVER plans for the upcoming tv film series *The Damon Runyon Theatre*, produced by Screen Gems Inc. for Anheuser-Busch (Budweiser beer), are (l to r) Ralph M. Cohn, Screen Gems vice president-general manager; Roland Krebs, vice president, D'Arcy Adv., Anheuser-Busch agency; Jack Macheca of D'Arcy, and Pat Lombard of General Artists Corp., which represented Screen Gems in negotiations with the brewery. The series is set to start April 15 in 50-plus markets.

20th Century-Fox Start For Tv Filming Indefinite

THE PROPOSED tv film subsidiary of 20th Century-Fox will not be set up on the firm's Western Ave. lot in Hollywood for "at least another two weeks" and "video cameras won't roll for a while," a spokesman reports. He said that the outfit must be organized and that the large movie stages must be split into smaller stages compatible with tv filming.

Since the release of 20th's pending tv plans [B•T, Jan. 17], the studio spokesman said requests for space have been numerous, as have been bids for the use of the 800-seat permanent theatre, by both live and film producers. But he said, "Our main idea is to make tv films ourselves on the Hollywood lot."

Cinepix Begins Distribution Of 700 Tv Film Features

ENTRY OF Cinepix Inc., New York, into the tv film distribution field with a catalog of more than 700 subjects was announced last week by Frank Smith, general sales manager. The catalog includes 125 cartoons, 52 westerns, 13 silent "masterpieces" and an unspecified number of feature films.

Cinepix has its headquarters at 243 W. 55th St., New York 10. Telephone is Circle 6-0889. Present plans are to establish four branch offices in cities throughout the U. S.

'Camera' Plans Special Ads

ALLEN FUNT, creator of the *Candid Camera* tv filmed shows, last week announced plans to produce special, on-the-spot commercials for stations carrying his 89 half-hour shows and his 100 quarter-hour programs. Requests for the commercials, which will be tailored to the specific requirement of particular markets, should be directed to Associated Artists Productions, New York, distributors of the *Candid Camera* shows.

'Mr. Anthony' Charges Six With Breach, Conspiracy

FAILURE to abide by an oral agreement to film tv programs and distribute radio transcriptions, starring John J. Anthony, has been charged in a Los Angeles Superior Court suit against agent John Maschio, Motion Pictures for Television, Artists Limited Productions, Reynard International Corp., Matty Fox and Edward Gray. Radio-tv personality, known as "Mr. Anthony," claims on Aug. 1 the defendants agreed to pay him $21,400 for his appearance in 39 video films and $75,000 for three-year rights to 260 transcriptions. The suit asks $294,450 damages for breach of contract and conspiracy. It was filed Jan. 15 through Shacknove & Goldman, Los Angeles law firm.

FILM PRODUCTION

Studio Films Inc., N. Y., and **Mercury-International Pictures Inc.,** Hollywood, have concluded deal whereby M-I will produce 104 half-hour tv films during 1955 with $1.5 million overall budget. Contract calls for 39 *Musical Chairs* with Ross-Danzig producing; 26 *Margaret Whiting* with Robert Larsen producing and 39 *Showtime Musical Varieties* with Sam Costello and Ben Frye producing.

Ziv Television Programs Inc., N. Y., will produce Spanish-language version of *I Led Three Lives* and is now setting up series for Latin American distribution. Program already sold to General Electric Co., Schenectady, N. Y., for WKAQ-TV San Juan, P. R.

Arthur B. Modell Television Productions Inc., N. Y., announces production of new half-hour tv quiz program, *Door to Door*, featuring Morey Amsterdam.

Desilu Productions Inc., Hollywood, signed by **Goodson-Todman,** N. Y., to film latter's tv packages. First to be filmed is *The Web* pilot

HOW FEDERAL ELECTRIC POWER SETS UP A "FAVORED CLASS" IN AMERICA

Everybody in the U.S. pays in taxes for federal government electric power dams and plants, wherever they're built. But under present law, a "favored class" of Americans has special privilege in getting the subsidized power these projects produce.

Here are three examples of how this strange un-American idea works. The result is that more than 4 million businesses, farms and families have part of their electric bills paid by 40 million others—the tax-paying customers served by *America's Electric Light and Power Companies**.

**Names on request from this magazine*

POWER FOR ALL—OR FOR THE "FAVORED CLASS"? Here at Hell's Canyon on the Idaho-Oregon border, a local electric company has been trying to get permission to build three big hydroelectric dams. These dams would be built without cost to taxpayers and would pay nearly $10 million annually in federal and local taxes. The power would go to *all* customers. But people who want power to go to "favored" groups are trying to push the government into doing the job with tax money, and have delayed the project for 7 years.

YOU HELPED BUILD THIS FOR THE "FAVORED CLASS." This big power plant in the TVA area was built by the government and paid for by everybody's taxes. But its power goes to factories, farms and families who don't pay the same electricity taxes the rest of us pay (taxes amount to about 20% of our electric bills).

IOWANS DON'T LIKE SUCH FAVORS. The federal government's Fort Randall Dam on the Missouri River was paid for by all Americans, but by law the "favored class" gets special rights to its electric power. In a recent Iowa public opinion poll, even *people in the favored class* voted 9 to 1 that such favoritism is *unfair*.

"YOU ARE THERE"—CBS television—witness history's great events

50,000 Watts
CLEAR CHANNEL

LATEST

AUDIENCE VOTES

Scores of counties around Pittsburgh are hammering out one of America's most spectacular rebuil programs. Industry alone is s second billion dol being m civic re super hi ings! H Everywh burgh are

It takes In serving broadcasti a generatio dreams, the in Pittsburg KDKA to an families listen

KDKA is a station. Ther Boston, Philad Francisco. The uncommon dedi haps that's why out one of Am programs. Indus second billion her being made by an civic redevelopmen super highways! In ings! Huge housin Everywhere in the f burgh area there's a

It takes a great pe In serving them, rad broadcasting station o a generation of under dreams, their tremendo in Pittsburgh, and in co KDKA to and from wor families listen to KDKA

KDKA is a Westinghc station. There are sevel

Now R

THE RADIO AUDIENCE

Published by The Pulse, Inc.
15 WEST 46th STREET
NEW YORK 36, N. Y.

KDKA AREA

OCTOBER 8-14, NOVEMBER 3-9, 1954

TOP TEN EVENING & DAYTIME SHOWS

Evening

		Program Average Rating Oct.-Nov.	Feb.-Mar.
Lux Radio Theatre	KDKA	9.4	
Concert,Bob Hope	KDKA	8.2	
News-Paul Long(6 PM, Mon-Sat.)	KDKA	8.1	8.7
	KDKA	7.9	7.2
Groucho Marx	KDKA	7.9	7.4
Roy Rogers			
Tello Test,Misc. (6:15 PM, Mon-Fri.)	KDKA	7.8	
Three Star Extra (6:45 PM, Mon-Fri.)	KDKA	7.8	7.4
	KDKA	7.4	7.9
Dragnet	KDKA	7.4	
Walk A Mile	KDKA	6.8	
Big Story			

Daytime - 5 a week

		Program Average Rating Oct.-Nov.	Feb.-Mar.
News(12 Noon)	KDKA	7.9	7.3
News(8:30 AM)	KDKA	7.7	7.5
Backstage Wife	KDKA	6.3	5.9
Right To Happiness	KDKA	6.2	7.1
Sports,Songs,Music (5:45 PM)	KDKA	6.2	6.1
	KDKA	6.1	
Just Plain Bill	KDKA	6.1	
Stella Dallas	KDKA	6.0	
Lorenzo Jones	KDKA	6.0	5.9
Young Widder Brown	KDKA	5.9	7.0
Pepper Young's Fam.	KDKA	5.9	
Second Chance	KDKA	5.9	
Woman In My House			

SATURDAY & SUNDAY DAYTIME

		Program Average Rating Oct.-Nov.	Feb.-Mar.
Football,Misc.(Sat,1:15-4:30 PM)	KDKA	8.5	
News-Paul Long(Sun,12 Noon)	KDKA	7.0	7.5
World News Roundup	KDKA	6.3	7.0
Freedom,Waltz	KDKA	6.0	
Kickoff Time(Sat.)	KDKA	6.0	
News(Sat,12 Noon)	KDKA	6.0	6.8
Sammy Kaye	KDKA	5.8	
Music,Road Show	KDKA	5.5	
News(Sat,8:30 AM)	KDKA	5.5	6.0
Eternal Light	KDKA	5.4	

AVERAGE QUARTER HOUR RADIO SETS-IN-USE FOR THE WEEKS STUDIED
Entire Week, 6 AM - 12 Midnight

October-November, 1954	20.0
February-March, 1954	19.8

people listening in. P

why so many more people listen to th

PULSE !!

1020 KC
PITTSBURGH

KDKA FIRST AGAIN

Of the Total 496 Quarter Hours Weekly, KDKA First in 415, Tied in 25!

Pick practically any time, any day of the week and reach far more of the Pittsburgh market's 893,800 families, get a bigger share of its three and a quarter billion dollars in retail sales.

And that's only part of the story. 50,000-watt KDKA sells strong in 108 counties where over eight million people spend more than 7¼ billion dollars annually. They spend over 2 billion on food, over 1¼ billion on automotive needs alone. Let KDKA sell for *you*. Call John Stilli, KDKA Sales Manager, GRant 1-4200 or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

TEN TOP DAYTIME SHOWS
TEN TOP EVENING SHOWS
TEN TOP WEEKEND DAYTIME SHOWS

Proof again—KDKA owns the big 15-county Pittsburgh market. Top shows, top power, top audience—you get them all only with KDKA. That means only KDKA advertisers make the most of this rich 15-county area.

The reason is that, in addition to power, KDKA has the talent, KDKA has the programs that win audiences and get action for advertisers.

If *you* want this top-audience action, look at the quarter-hour picture and see how KDKA gets it for you all around the clock.

WBC

KDKA—Pittsburgh

WESTINGHOUSE BROADCASTING COMPANY, INC.

KDKA • KDKA-TV, *Pittsburgh;* **WBZW+BZA • WBZ-TV,** *Boston;* **KYW • WPTZ,** *Philadelphia;* **WOWO,** *Fort Wayne;* **KEX,** *Portland;* **KPIX,** *San Francisco*

KPIX represented by THE KATZ AGENCY, INC.;
All other WBC stations represented by FREE & PETERS, INC.

with pilots of other properties scheduled for production within two months. Martin N. Leeds, Desliu executive vice president, and Harris Katleman, Goodson-Todman program director, to supervise production.

Arthur B. Weber Productons, Hollywood, shooting *The Mae Williams Show*, series of 39 half-hour films. Format presents biographical sketches and success stories of "greats" in show business. Jean Yarbrough is director and Martyn Eli Schiff, executive producer with Charles King directing and composing music.

Dynasty Productions, Culver City, Calif., completing pilot film in *My Man Sing*, half-hour tv series, for NBC-TV. Based on character created by Joseph Harrington, situation comedy series will be produced by Matthew Rapf.

Rawlins-Grant, Hollywood, shooting series of commercials with Thomas Mitchell for Staley Milling Co., Kansas City, to be shown with *Mayor of the Town* series in 16 Midwest tv markets. Agency: Bozzell & Jacobs Inc., Omaha.

RKO-Pathe, N. Y., has signed with S. C. Johnson & Son (Johnson's Wax), Racine, Wis., for production of 10-minute film featuring Robert Q. Lewis. Agency: Needham, Louis & Brorby, N. Y.

RANDOM SHOTS

Frank Parker, radio-tv personality currently appearing on Arthur Godfrey programs, and Roy P. Steckler, legitimate stage producer, formed partnership to produce tv film shows. First project reported in production is 26 half-hour tv dramas in color, based on stories by late Fulton Oursler, Christopher Morley, Mory Callaghan and Ray Bradbury, among others.

Walt Framer Productions (*Strike it Rich, The Big Payoff*), N. Y., appoints Ashley-Steiner Inc., N. Y. and L. A., as exclusive sales representative for all tv properties.

FILM PEOPLE

Al Joyce, formerly in charge of public relations, Gross-Krasne Inc., Hollywood, returns to Mercury-International Pictures Inc., same city, as vice president.

Norris West, sales promotion, publicity and advertising supervisor, Sportsvision Inc. (delayed sports film), S. F., adds duties as assistant general manager.

Margaret Buell Wilder, novelist and screenwriter, to Screen Gems Inc., Hollywood, as head of story department.

Ezra Baker, formerly sales director, International Motion Picture Studios, N. Y., to commercial sales staff, Screen Gems, same city.

MR. BAKER

T. C. Murphy, formerly with engineering dept., WNBQ (TV) Chicago, to Telecine Film Studios, Park Ridge, Ill.

Mark Stevens, star of NBC-TV *Big Town*, signed by Gross-Krasne Inc., Hollywood, to write and direct next three half-hour films.

BIG TEN, PCC PRESENT SOLID FRONT IN OPPOSING NCAA TV PROGRAM PLANS

Both powerful conferences, with increasing backing from their state legislatures, are averse to the idea of non-regional coverage.

NCAA LAST WEEK was the target of a heavy barrage of fire by various school and legislative factions that threaten to force it into full retreat in the field of intercollegiate football tv policy.

Evidence of disenchantment with present restrictions and NCAA's latest tv stand, as indicated at its New York convention, piled up on a number of fronts, both in the Big Ten and the Pacific Coast Conference. Implied were threats of full-blown rebellion within the NCAA unless some form of regional controls are adopted this year.

These were the week's developments:

• Legislatures in five states of the Big Ten with tax-supported universities received—or were about to receive—bills designed to bypass NCAA policy.

• The Pacific Coast Conference served notice it would refuse to take part in any NCAA plan this fall unless regional telecasts of its contests are authorized under national controls, and might, indeed, bolt the NCAA. Last Thursday, however, it backtracked on its implied threat.

• Illinois Gov. William Stratton threw his support behind a regional program, particularly in the case of tax-supported schools, observing "there are more television viewers than there are members of the NCAA."

• J. Shober Barr, Franklin & Marshall College, member of the new NCAA Tv Committee, scored the Western Conference and PCC proposals as "selfish."

Thus, the new tv steering unit, meeting this week, will have its work cut out for it, though preliminary sessions are apt to be devoted to election of a new chairman and other routine matters. Its final plan will be submitted to the NCAA membership this spring.

PCC launched the week by offering a plan that would call for one televised home and road game, each, on Saturday afternoons and unlimited tv coverage of Friday and Saturday night clashes. Conference games could be televised nationally after the Saturday immediately preceding Thanksgiving Day.

The threat of a "bolt" by PCC athletic directors and faculty representatives was minimized Thursday by its Comr. Victor O. Schmidt, who said the PCC urged retention of national controls with provision for regional coverage and would support the Big Ten stand.

Thus, sides are squared away for the first in a series of NCAA tv committee meetings, with these protagonists: Doug Mills, U. of Illinois, representing the Big Ten, and Harvey Cassill, U. of Washington, for the PCC, both now on record for national-regional geographical controls, and J. Shober Barr, favoring the Eastern Collegiate Athletic Assn. plan of less stringent national restrictions.

A simple majority of the 10 committee votes is needed to approve any plan to be submitted to the membership.

Mr. Mills replaces Fritz Crisler, U. of Michigan, who warned state legislatures last week not to wade too deeply into the issue lest they "destroy the purpose of the whole thing."

Following is a capsule rundown of proposals in various states, which would be designed to accomplish these purposes:

Michigan—would recommend formation of a commission to regulate tv coverage of the U. of Michigan and Michigan State games. Already submitted.

Ohio—direct Ohio State U. to televise all its contests for 1955-56. Already submitted.

Minnesota—required the U. of Minnesota to televise all home clashes. Introduced Tuesday.

Indiana—force the U. of Indiana and Purdue to televise all home games and offer them for commercial sponsorship. Both would be authorized to withdraw from the NCAA if the present program is retained. Ball State and Indiana State, teachers colleges, also would be affected. Introduced Wednesday.

Illinois—authorized U. of Illinois to televise any of its games if it wishes. Now being prepared for submission.

Thus, seven of the 10 Western Conference teams are involved in these proposals, the only exceptions being Iowa, Wisconsin and Northwestern U. (The latter is not state-supported.) These developments served to point up the Big Ten's warning that its conference might be subjected to pressure from state legislatures for regional football and thus force it into an all-out fight with the NCAA.

Comments varied last week. Bill Reed, assistant Big Ten commissioner, lauded the PCC's earlier action and said "the NCAA won't have much of a program if the Big Ten and Pacific Coast won't participate in it."

Ed Krause, athletic director at Notre Dame, declined comment until he can ascertain where ND, Marquette U. and other midwestern independents fit into the picture. He indicated a wait-and-see attitude while the Big Ten-PCC combine locks grips with the NCAA.

Mr. Barr of the Eastern Collegiate Athletic Assn. said the PCC's earlier plan would force many colleges to abandon the grid sport. He added that his conference's plan was a step toward their salvation. He noted that of 37 tv games under NCAA rule, 22 have featured Big Ten teams and 11 others those from the PCC—despite the NCAA's policy of spreading representation geographically.

No Concern for Others

Mr. Barr declared the Big Ten and PCC are selfish and have no concern for independent and small colleges and universities, particularly those in their own areas.

The Illinois bill is being prepared by Rep. Ora D. Dillavou (Urbana) at the request of Mr. Mills. Rep. Dillavou noted there is no record on Illinois books of authority for the university to make contracts for commercial network telecasts. He added that "what we will do, if the bill is passed, depends on what action the NCAA takes."

Gov. Stratton stated: "I don't believe that it is fair for a tax-supported institution (referring to the U. of Illinois) to be barred by some outside agency from the use of television which the taxpayers want. I think that some regional set-up should be feasible."

In Indiana the proposal took the form of a resolution that would require all schools to make other athletic events available for sponsorship. It would require presidents of state universities to pull out from current restrictive covenants (like the NCAA's) that limit tv coverage of any sports event.

30 MAJOR MARKETS ALREADY SOLD!

NEW YORK · CHICAGO · SAN FRANCISCO · DETROIT
CINCINNATI · SALT LAKE CITY · ATLANTA · ETC.

HYGO
Television Films, inc.

NEW YORK	DETROIT	HOLLYWOOD
60 West 46th Street	709 Fox Building	814 North La Brea
New York 36, N. Y.	Detroit, Michigan	Hollywood 38, Calif.
Circle 6-4347	WOodward 1-3979	HOllywood 7-4882

PROVEN TO BE THE BIGGEST AUDIENCE BUILDERS IN TV!

NEWSPAPER ADMEN BLAST TV INROADS

NAEA convention in Chicago calls for increased efforts to meet television competition.

THE NATION'S newspaper advertising salesmen, replenished with fresh ammunition last week in Chicago, are prepared to call on an estimated 20 million "working women" in America to help them take revenue away from the broadcast industry.

Ammunition was supplied by the American Newspaper Publishers Assn.'s highly-regarded Bureau of Advertising during the 45th annual convention of the Newspaper Advertising Executives Assn. at the Edgewater Beach Hotel Jan. 16-19.

As would be expected, television proved an apt target for bureau and other sharpshooters. It was described with such adjectives as "fine," "exciting," "stimulating," "expensive," "jet-propelled," "lustrous"—but a medium which is already flying "hurricane warnings" because of high costs and other difficulties.

Actually, ANPA's Bureau of Advertising launched the working women's campaign last year on the premise that one-third of all women (married, single, divorced, widowed) work outside the home and thus are "inaccessible" to the imprecations of daytime radio and television, as well as "highly selective" in their nighttime viewing habits.

Other weapons in the ANPA arsenal are these: comparative cost figures on tv, regional and seasonal product consumption data, a motivation study of newspapers, continued progress in color ads (ROP), and workshop sessions for space salesmen.

Wilson Conditc, *St. Louis Globe-Democrat,* was elected new NAEA president, succeeding Donald Bernard, *Washington Post and Times Herald.* He noted strengthening of relations the past year with the Assn. of National Advertisers, American Assn. of Advertising Agencies and the National Retail Dry Goods Assn.

Joyce A. Swan, the bureau's board chairman, sounded an opening note of confidence at last week's conclave. He cited an upcoming *Printers Ink* survey prepared by McCann-Erickson which purports to show newspapers as the leading advertising medium. It places national advertising for total radio at over $642.1 million and total tv at $840.6 million including talent and production costs, while newspapers were pegged at over $2.6 billion (with national advertising of $646 million)—all for 1954.

Television, Mr. Swan said, will continue to make substantial gains in 1955, but is not the "dire threat" to newspaper advertising "it was thought to be." Formation of the Television Advertising Bureau "flatters" the ANPA's own bureau, which regarded it as a "clear indication of weakness and that television is becoming harder to sell.

Harold S. Barnes, ANPA's bureau director, outlined a 1955 sales program designed to gain 10% more lineage in the "crucial" area of general advertising. He acknowledged that some ground could be recaptured in local fields (beer, auto dealers).

On deck is a cost survey, due the next fortnight, which would show that an advertiser can buy 50 newspaper color pages a year for what he pays for a television comedy program. It could be any one of 15 or 20 shows, he said. With such a schedule and such "visibility," he could "actually and literally" buy the newspaper.

Among the agencies and advertisers over which ANPA expressed gratification for showing them the light were BBDO, Cunningham & Walsh, Lever Bros., Duncan Hines, Durkee Foods, General Foods, Canada Dry and J. M. Mathes Inc.

CBS-TV JOINS TvB AS CHARTER MEMBER

ANNOUNCEMENT that CBS Television has joined Television Bureau of Advertising, New York, as a charter member was made today (Monday) by J. L. Van Volkenburg, president of the network, and Oliver Treyz, president of TvB. CBS-TV is the first network to become a member of the all-industry sales and promotion organization. A full list of station members will be released Feb. 7.

"The CBS Television Network and its owned stations have chosen to become members . . . in the belief that such an industry-wide organization can perform the necessary function of convincing more advertisers of the real effectiveness of television," Mr. Van Volkenburg said.

Mr. Treyz said that TvB was "extremely gratified that CBS-TV, in joining the bureau as a charter member, has pointedly demonstrated that a united television selling front, so long lacking, is the best way to increase television advertising appropriations." The TvB president said the first announcement of the total charter station memberships would be made Feb. 7.

Others present at the membership signing were Merle S. Jones, vice president of CBS-owned tv stations and general services and a member of the board of TvB, and Craig Lawrence, director of station administration for CBS-TV.

CBS-TV becomes the first television network to join the Television Bureau of Advertising. Parties to the charter membership agreement are (l to r): Craig Lawrence, CBS-TV director of station administration; J. L. Van Volkenburg, CBS-TV president; Oliver Treyz, TvB president, and Merle S. Jones, vice president of CBS-owned tv stations and general services.

TvB Research Post Goes to Dr. Arons

APPOINTMENT of Dr. Leon Arons as director of research for Television Bureau of Advertising, New York, was announced last week by Oliver Treyz, president of TvB. Dr. Arons' assignment is effective Feb. 1.

DR. ARONS

Dr. Arons moves to TvB from William Weintraub agency where he was vice president and director of research. He has been with the agency for nine years. During his association with Weintraub he has worked on such accounts as Revlon, Kaiser, Bab-O, Lee Hats and Airwick.

Before joining Weintraub, he served with the U. S. Navy and was discharged as a lieutenant commander. Dr. Arons received his doctorate in psychology from the U. of Pennsylvania.

Mr. Treyz said Dr. Arons' service with the new tv sales promotion organization will be concerned largely with "what television does to people rather than what people do to television." Mr. Treyz commented that "the rating services regularly report on the latter; more needs to be done on the former."

TvB's job, Mr. Treyz said, is to sell the advertiser on tv by showing him what the medium can do for him. Research toward that goal will be geared with TvB's drive to improve the efficiency of television advertising by showing how the medium works, Mr. Treyz added.

Six Named to IRE Board

SIX members were appointed to the Institute of Radio Engineers' board of directors at IRE's January meeting a fortnight ago, officials announced last week. The reappointed members are W. R. G. Baker, vice president of electronics, General Electric Co., treasurer; Haraden Pratt, secretary, and John R. Pierce, director of electronics research, Bell Telephone Labs, editor.

Other members appointed to the board are: Alfred N. Goldsmith, consulting engineer and editor emeritus of IRE; A. V. Loughren, director of research, Hazeltine Corp. and executive vice president, Hazeltine Research Inc., and Howard Vollim, president, Tektronix Inc.

Correspondents Dinner Set

GUEST m.c. at the 11th annual dinner of the Radio & Television Correspondents Assn. Feb. 5 in Washington will be Danny Thomas, star of ABC-TV's *Make Room for Daddy.* The dinner, at which President Eisenhower will be guest of honor, will be at the Hotel Statler.

IN THIS VITAL YEAR...
GIVE TIME—TALENT TO THE 1955 MARCH OF DIMES

HELP PUSH THE POLIO FIGHT
AND
THE MARCH OF DIMES OVER THE TOP

RADIO-TELEVISION PROGRAMS
NOW ON THEIR WAY TO YOU

STAR QUARTER-HOUR RADIO TRANSCRIPTIONS
by

Webb Pierce	Gary Crosby
Les Brown & His Orchestra	Ralph Edwards Family & Basil O'Connor
Liberace	Nat "King" Cole

PLUS

HALF-HOUR SHOW—The Cleveland Orchestra conducted by George Szell, with Clifford Curzon, Soloist

PLUS

Transcribed and live announcements

16MM TV SOUND FILMS
starring
Bambi Linn & Rod Alexander
Benny Goodman—Teddy Wilson—Gene Krupa Trio

Victor Borge	Baird Marionettes	Hazel Scott
Sammy Davis	Connee Boswell	Peggy King
Eileen Barton	Jaye P. Morgan	and others

WITH

1-MINUTE SPOTS with Joan Caulfield, Cornel Wilde, George Gobel, Tony Martin, Joanne Dru, Douglas Fairbanks, Jr.

PLUS

Live announcements and visual props such as coin containers, coin cards . . .

JOIN THE 1955 MARCH OF DIMES

JANUARY 3-31

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS • FRANKLIN D. ROOSEVELT, FOUNDER

120 BROADWAY, NEW YORK 5, N. Y. • ***HOWARD J. LONDON,*** Director • Radio - TV and Motion Pictures • TELEPHONE BEekman 3-0500

MERCHANDISING EXPLORED BY RTES

DEPARTMENT STORE media philosophy is that one advertising medium is as good as another, and one should not be used to the elimination of another; thus, radio and tv should look to ways they can tie-in with regular avenues of store merchandising.

This was the advice given the broadcast media Tuesday at the Radio & Television Executives Society timebuying and selling seminar in New York which explored the topic, "Does 'Merchandising' Sell Merchandise?"

At the luncheon meeting at the Toots Shor restaurant, Howard Abrahams, manager of the sales promotion division and visual merchandising group of the National Retail Dry Goods Assn., also said that department stores consider every advertising medium on how much it can (1) help sell goods for the store and (2) help build the effectiveness of other media used by the store.

Mr. Abrahams reviewed merchandising devices and media used by all types of department stores, presenting specific examples of tie-ins with radio as employed by such stores as Joske's of Texas, Polsky's (Akron), Mabley & Carew, Cincinnati quality store, and others.

Stanley Arnold, head of sales promotion of Young & Rubicam's merchandising dept., talked about supermarket merchandising as related to radio and tv. Mr. Arnold formerly was an executive with the Pick 'n' Pay supermarket chain, headquartered in Cleveland. Four things the broadcast media can do in this field, he said, were:

(1) Keep store people informed on what's on radio and tv; (2) think of the use of the basket display to tie-in radio promotion with point of sales; (3) deal with the headquarters level of the store in addition to the store level, and (4) remember that supermarket owners are people with imagination, so don't hesitate to present ideas which may appear radical.

Mary McKenna, director of research and sales development, WNEW New York, was moderator.

General Custer would rub his eyes in amazement!

Yes . . . things have changed since General Custer set out from Bismarck in the 1870's for the ill-fated battle of the Little Big Horn!

He wouldn't recognize the office buildings and industrial plants which now crowd North Dakota's capital city . . . or the surrounding countryside, once roamed by the Sioux, now dotted with prosperous farms. Today this is the land of agriculture, of oil—and television sets!

And . . . what the good name KFYR has meant to radio listeners for the last 30 years, *KFYR-TV* (with 100,000 watts of maximum power) now means to increasing thousands of TV-viewers. May we whet your further interest with some interesting facts? We've got 'em, so has Blair-TV, Inc.

NBC • CBS • ABC • DUMONT

KFYR-tv channel 5

BISMARCK, N. DAK.

Represented Nationally by Blair-TV, Inc.

RTES Surveys Negro Market In Workshop Session Thurs.

RADIO'S NEGRO MARKET will be explored Thursday at the first workshop luncheon of 1955 held by the Radio & Television Executives Society. Four speakers will discuss the topic, "Is Negro Market Radio an Asset or a Liability?"

J. B. Blayton Jr., WERD Atlanta general manager, will talk on the Negro radio station's responsibility to the community; George S. Goodman, WLIB New York community relations director, will view current programming in the Negro market and whether it has become obsolete; Victor Bonnemere Jr. of the American Marketing Assn.'s New York chapter and formerly Biow Co.'s market research manager, will look at the market's research angle, while Madeleine Allison, Negro market timebuying specialist for Herschel Z. Deutsch Inc., New York, will supply answers to the question: "Are Negro Radio Representatives Believable About Their Lists?"

Joe Wootton, director of radio, Interstate United Newspapers Inc., will be moderator of the luncheon session to be held at 12:30 p.m. in the small ballroom of the Hotel Roosevelt in New York. Don McClure of Bonded Film Storage Co. is the program chairman.

RAB Committee Makes Pitch To Large Local Advertisers

TAILORMADE presentations on radio as an advertising medium will be seen in 1955 by between three and nine of the largest local advertisers in each of the nation's 72 largest markets, Kevin Sweeney, president of Radio Advertising Bureau, said last week.

Mr. Sweeney said this will be accomplished through RAB's greatly expanded sales committee plan, which got underway last Wednesday with three presentations made to retailers in Syracuse, N. Y. On Thursday and Friday, six advertisers in Albany-Schenectady-Troy saw RAB's presentations made by R. David Kimble, director of local promotion for RAB.

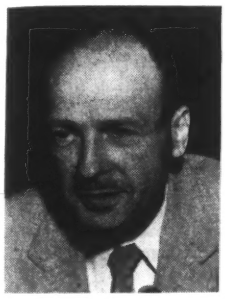
During 1954, RAB executives went into 25 cities with slide presentations which developed more than $1 million worth of immediate direct business in test campaigns from advertisers who were not using radio, Mr. Sweeney said.

Principal targets for the sales committee presentations in most cities are department stores, furniture stores, clothing stores, automobile dealers, grocery and drug chains and banks. The presentations which started last week will continue throughout 1955 with six to eight different cities covered each month.

The aim is to produce a test campaign by the advertiser not currently using radio. "We are aiming at a minimum 10% increase in local business for our member stations in these 72 cities this year as a direct result of their sales committee activities," Mr. Sweeney said.

Congressional News Group Names Costello President

BILL COSTELLO, CBS Washington news staff, was elected president of the Radio-Tv Correspondents Assn. (an organization of Senate and House press gallery members) a fortnight ago, succeeding Richard Harkness, NBC. Mr. Costello, recently returned from a three-month global tour, was CBS' chief Far Eastern correspondent for four years. He broadcasts *News and News Analysis* on CBS Radio Saturday and Sunday nights from Washington. He joined the CBS news staff in 1941.



MR. COSTELLO

Other Congressional broadcast gallery elections: Joseph McCaffrey, McCaffrey Reports, vice president; Gunnar Back, ABC, secretary, and Robert Hurleigh, MBS, treasurer. Julian Goodman, NBC; William T. Corrigan, CBS, and Ann M. Corrick, Corrick Productions, were elected to the executive committee as members-at-large. Mr. Harkness is a member of the executive committee *ex officio*.

ANA Spring Meeting Set For March at Hot Springs

PLANS for the 1955 spring meeting of the Assn. of National Advertisers, which will be held on March 16-19 at "The Homestead," Hot Springs, Va., were announced last week by Edward G. Gerbic, vice president, Johnson & Johnson, and chairman of the ANA board of directors.

Mr. Gerbic, who said that the meeting would include detailed presentations on both the planning and the execution of effective advertising, reported the event will be "a clinic-workshop series of sessions." He added that the ANA board had voted for this "new shirt-sleeve type of working sessions designed to give national advertisers the greatest practical help in meeting today's changing conditions."

Ralph Winslow, vice president, Koppers Co., and a member of the ANA board, has been named chairman of the program committee.

Southwestern Assn. to Meet

THE SOUTHWESTERN Assn. of Advertising Agencies is putting the final touches to plans for its annual convention which opens in Oklahoma City Feb. 10 under the chairmanship of Monty Mann of the Lowe Runkle Co. Convention headquarters will be the Skirvin Hotel. Featured speakers will include E. A. Schirmer, senior vice president of Campbell-Ewald Co., and Wesley I. Nunn, advertising manager, Standard Oil Co. of Indiana.

Registration fee, which includes the annual banquet, two luncheons and other events, is $20 per agency man. Additional registrations from the same agency are $15.

SCAAA Plans April Meet

FIFTH annual conference of Southern California Advertising Agencies Assn. will be held at El Mirador Hotel, Palm Springs, Calif., April 21-23, with associate members from Northern California and Arizona attending for the first time, SCAAA announced last week.

sell Flint in '55 with WFDF...

the station geared for Flint sales

The sure way to sell the industry-rich Flint trading area is to use the station geared to Flint sales . . . WFDF. 32 years of on-the-spot experience give WFDF the inside track to one of the country's top markets, where employment has reached an all-time high of 134,000. Equally high payrolls make Flint a sure bet to beat the national average of retail sales by even more than the current 62%.* The New Year will be a big one for Flint, with bigger things than ever from Buick, Fisher Body, A C Spark Plug, Chevrolet, and Ternstedt Divisions of General Motors. Why not make some gains of your own in Flint this year? Katz can promptly give you the full story, with plenty of facts and figures.

1954 Consumer Markets

wfdf

Our 32nd year of service to Flint

FLINT·MICHIGAN

nbc affiliate

REPRESENTED BY THE KATZ AGENCY Associated with: WFBM, AM & TV Indianapolis—WEOA Evansville—WOOD, AM & TV Grand Rapids

FIVE MEREDITH STATIONS BECOME CBS AFFILIATES

Two weeks after losing CBS-TV to Gene Autry in Phoenix, Meredith links its other stations in Omaha, Kansas City and Syracuse with CBS Radio and CBS-TV.

CBS last week wrapped up affiliation agreements with all Meredith Publishing Co. radio and television stations in Omaha, Kansas City and Syracuse.

The agreements were a sequel to the loss two weeks ago of CBS-TV affiliation by Meredith's KPHO-TV Phoenix to KOOL-TV, of which Gene Autry is principal stockholder [B•T, Jan. 10]. KPHO-AM is an ABC Radio affiliate. Mr. Autry's KOOL-AM has been a CBS Radio affiliate for some time.

The affiliation package put together last week by Meredith and CBS involved WOW-AM-TV Omaha, KCMO-AM-TV Kansas City and WHEN-AM Syracuse. WHEN-TV was already a CBS-TV primary affiliate.

WOW-TV and KCMO-TV become CBS-TV secondary affiliates effective today (Jan. 24). According to Herbert V. Akerberg, CBS-TV vice president in charge of station relations, both will "subsequently" become primary affiliates. Presumably they will reach that status upon expiration of their current network contracts. WOW-TV has been an NBC affiliate, KCMO-TV an ABC station. In Omaha CBS-TV was formerly on KMTV (TV) and in Kansas City on KMBC-TV.

WOW-AM, KCMO-AM and WHEN-AM become secondary basic affiliates of CBS Radio effective today. William A. Schudt Jr., CBS Radio vice president in charge of station relations, said they would "subsequently" become primary basics. WOW has been affiliated with NBC, KCMO and WHEN with ABC. Until now CBS was affiliated with KFAB Omaha, KMBC Kansas City and WFBL Syracuse.

WOW (5 kw on 590 kc) and WOW-TV (ch. 6) are licensed to Meredith WOW Inc. Frank P. Fogarty is vice president and general manager.

KCMO (50 kw daytime, 10 kw night, on 810 kc) and KCMO-TV (ch. 5) are licensed to Meredith Engineering Co. E. K. Hartenbower is general manager.

WHEN (5 kw daytime, 1 kw night, on 620 kc) is licensed to Meredith-Syracuse Radio Corp. WHEN-TV (ch. 8) is licensed to Meredith-Syracuse Tv Corp. Paul Adanti is vice president and general manager of both stations.

All the licensees are subsidiaries of Meredith Publishing Co., publisher of *Better Homes & Gardens* and *Successful Farming*.

Payson Hall, Meredith's director of radio and television, represented the company during negotiations with CBS.

Mutual Names Poor As Executive V.P.

APPOINTMENT of John B. Poor, vice president and general counsel of General Teleradio Inc., as executive vice president of Mutual, effective immediately, was announced last week by Thomas F. O'Neil, Mutual president.

In his new post, Mr. Poor will undertake the administration of Mutual network activity, according to Mr. O'Neil. Mr. Poor fills a vacancy that has existed for several years, dating from the time William H. Fineshriber resigned from the position to join NBC as vice president in charge of the radio network.

Mr. Poor was graduated from Wesleyan U., Middletown, Conn., in 1938 and from Harvard Law School in 1941. He served in the U. S. Navy in 1942-45 and was released as a lieutenant.

He joined the law firm of Nutter, McClennen & Fish, Boston, in 1946, and remained there until 1952 when he became associated with General Teleradio.

Mr. Poor is married to the former Betty Rome of Brooklyn. They live with their five children in Garden City, L. I.

WILLIAM D. PABST (3d l), general manager of KFRC San Francisco, is congratulated by Frank Marsh, general manager of the San Francisco Bay Area Council, in award presentation for KFRC's record of 26 regularly-scheduled originations to 45 stations of the Don Lee Network. L to r: Dink Templeton, KFRC sports director; Lou Pfeifer, KFRC chief announcer; Mr. Pabst; Leslie Hood, public relations director of the council; Mr. Marsh, who holds the award letter; Lyle Bardo, musical director of KFRC; Mel Venter, station program director, and Cliff Engle, news chief of the station.

Sullivan Toasts Radio

IN A TRIBUTE to radio, Ed Sullivan's *Toast of the Town* (CBS-TV, 8-9 p.m. EST) will present "Cavalcade of Radio, 1920-1935" on the Jan. 30 program. The show, which will originate in New York and CBS Television City, Hollywood, will be based on the book, *I Looked and I Listened*, by Ben Gross, radio-television editor of *The News*, New York. Among the guests set to appear on the program are Jack Benny, Edward R. Murrow, George Burns, Eve Arden and Rob Rockwell, Rudy Vallee, The Pickens Sisters, Gene Autry, Edgar Bergen, Gertrude Berg, Edward Arnold, Milton Cross, Norman Brokenshire, Ed and Pegeen Fitzgerald, George Shelton, Paul Whiteman and his orchestra, Ben Grauer, Vincent Lopez, Red Barber, David Ross, Ted Mack, Lanny Ross, Jessica Dragonette, Jay Jostyn and John Gambling. *Toast of the Town* is sponsored by the Lincoln-Mercury Dealers through Kenyon & Eckhardt.

B. B. Pen Co. Charges ABC With Fraud, Breached Pact

BREACH OF CONTRACT and fraud in connection with the former *George Jessel Show* was charged against American Broadcasting-Paramount Theatres Inc., in a suit filed in Los Angeles Federal District court last week by B.B. Pen Co., that city, co-sponsor of the program.

Through the Beverly Hills law firm of Desser, Rau & Hoffman, the pen company asked the refund of $1.5 million, covering program and time charges, costs of an extensive advertising and merchandising campaign tied in with the show and the loss of goodwill and profits caused by the network's alleged failure to live up to commitments.

Not only did ABC-TV allow the program time to be pre-empted in some cases by local stations, or to start at other than the scheduled and advertised time, but the network also "sent the plaintiff improper, excessive and duplicate bills," the pen firm alleges. These billings included charges for showings which examination of station logs reveal were never telecast, B. B. Co. attorneys state.

The *George Jessel Show* was sponsored on from 50 to 85 ABC-TV stations by B. B. Pen Co., through Hilton & Riggio Inc., New York, and the Gemex Co., New York (watch bands), through BBDO, New York, from Sept. 13, 1953, to April 11, 1954.

AT&T Elects Miller, Cousins

ELECTIONS of Bartlett T. Miller as vice president in charge of merchandising for American Telephone & Telegraph Co., New York, and of Sanford B. Cousins as vice president in charge of public relations were announced last week by Cleo F. Craig, president. Mr. Cousins succeeds Mr. Miller in the public relations post.

KLOR (TV), WEWS (TV) Sign as ABC-TV Affiliates

AFFILIATION of KLOR (TV) Portland, Ore., and WEWS (TV) Cleveland with ABC-TV was announced last week by Alfred R. Beckman, director of station relations for that network. Both affiliations will become effective in March, Mr. Beckman said.

On March 2, WEWS will replace WXEL (TV) as the Cleveland affiliate. WEWS is a Scripps-Howard Radio Inc. station on ch. 5, managed by J. Harrison Hartley. WXEL, recently bought by Storer Broadcasting Co., has become a CBS-TV affiliate.

KLOR, owned and operated by Oregon Television Inc. on ch. 12, will replace KOIN-TV and KPTV (TV) as ABC-TV's Portland affiliate on March 1. General manager of the ch. 12 outlet is S. John Schile.

Four Members Re-elected To ABC Radio Advisory Unit

RE-ELECTION of four members of ABC's Stations Advisory Committee was announced Friday by Charles W. Godwin, director of station relations, ABC Radio.

J. P. Williams, WING Dayton, Ohio, was re-elected in District 2 with Gene Trace, WBBW Youngstown, Ohio, as alternate. T. B. Lanford, KRMD Shreveport, La., was re-elected in District 4, with John P. Hart, WBIR Knoxville, Tenn., as alternate. Frank C. Carman, KUTA Salt Lake City, was re-elected in District 6, with William Grove, KFRC Cheyenne, the alternate. A. D. Willard Jr., WGAC Augusta, Ga., was re-elected in District 8, with Charles P. Blackley, WTON Staunton, Va., the alternate.

Members' terms, effective Jan. 1, are for two years. Annual elections to the committee are held each year with members from even-numbered and odd-numbered districts named in alternate years.

Other members of the committee and their districts by number: Roger W. Clipp, WFIL Philadelphia, 1; Harry W. Linder, KWLM Willmar, Minn., 3; C. B. Locke, KFDM Beaumont, Tex., 5; J. B. Conley, KEX Portland, Ore., 7.

CBS Radio Network Sales To Add 3 New Account Men

CBS Radio Network Sales will add three new account executives to its staff within the next two weeks in a move aimed at acquainting advertisers and agencies with the value of network radio, it was announced today (Monday) by John Karol, vice president in charge of network sales, CBS Radio.

The three new account executives will raise to five the total of new salesmen who have joined the CBS Radio Network Sales staff in New York in the past several months, Mr. Karol pointed out. The New York staff currently is at an all-time high of 12, he said, and significant additions also have been made to the network sales staff in Detroit and on the West Coast in recent weeks.

The new network sales employes are Howard Cann, who has been an account executive with Mutual for the past nine years and who was with the Blue Network as assistant to the eastern sales manager from 1939-42; Cornelius Knox, who has been with NBC since 1947 and a member of the sales department there since 1949, and Stanley A. Bogan, who joins CBS Radio from *The American Weekly*, where he has been an account executive since 1949.

Mr. Karol said that the enlargement of the sales staff would result in "a more facile operation and permit the salesmen to cover more territory; enable them to give greater service to existing advertisers and agencies and tell the story of radio's new selling patterns and programming concepts."

NETWORK PEOPLE

Bernard Girard, former director, NBC-TV *Medic*, to CBS-TV Hollywood as director of alternate segments, new film version of *You Are There*, and additionally developing new properties for CBS-TV.

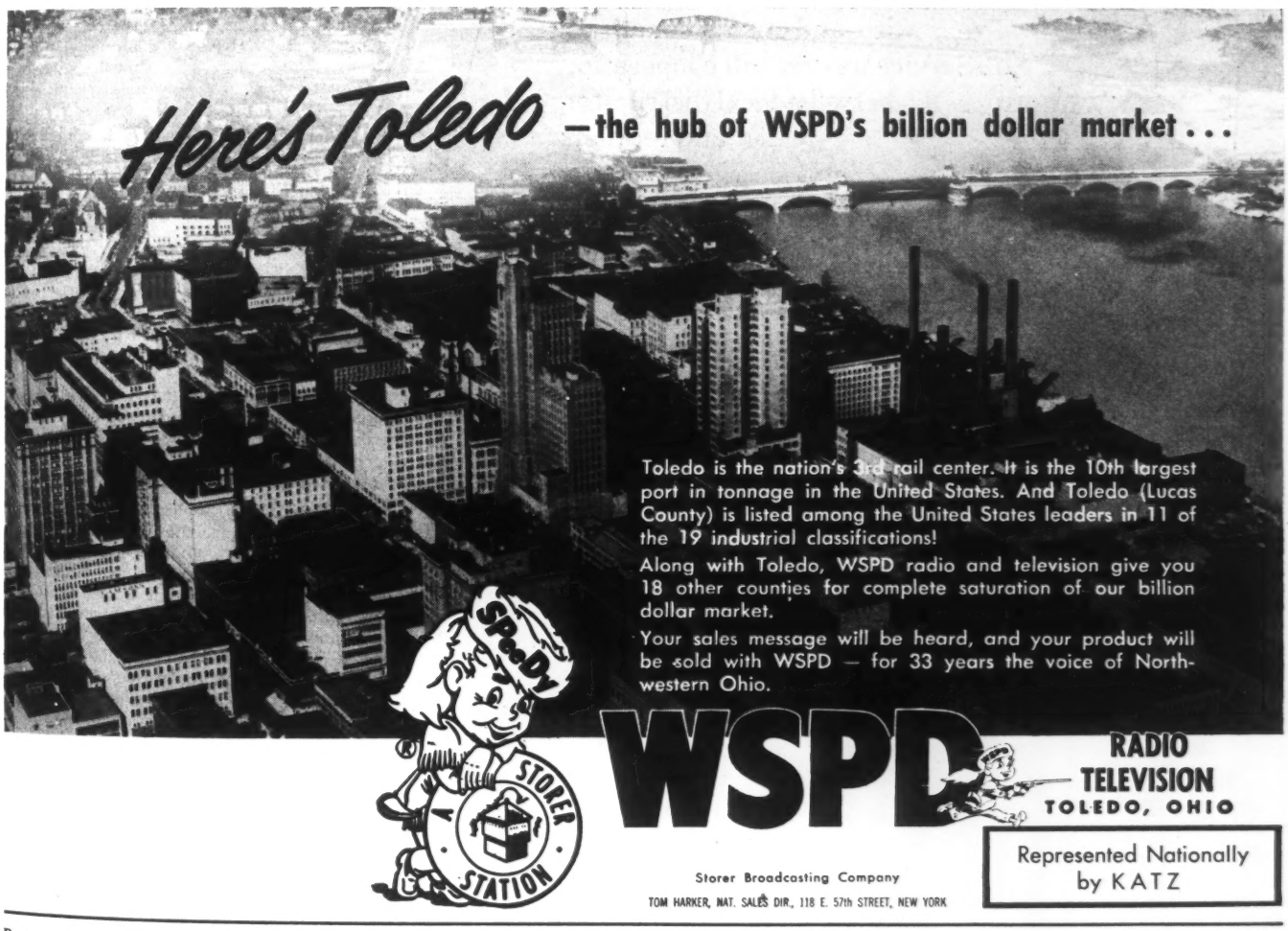
George Marakas, publicist, office of L. A. Sheriff Eugene Biscailuz, to NBC Hollywood in similar position.

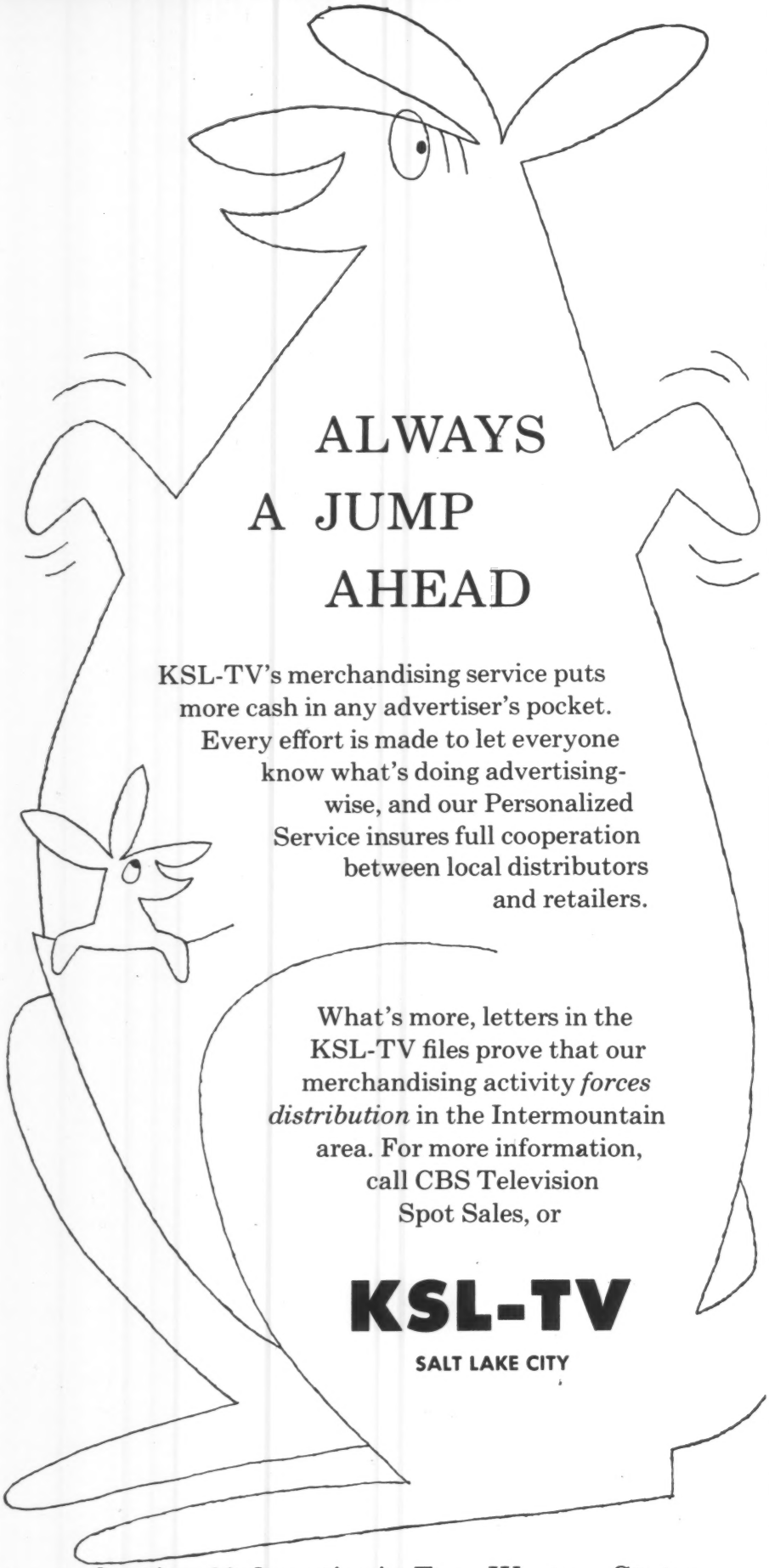
Alix Talton, featured on CBS-TV *My Favorite Husband*, assigned role in new Fritz Lang motion picture, "Journey to Nowhere."

Joanne Jordan, commercial announcer, NBC-TV *This Is Your Life*, assigned role in Republic Pictures' feature film, "I Cover the Underworld."

Jack Webb, star of NBC-TV *Dragnet*, and Dorothy Towne were married Jan. 11.

Francis Scott, tv operations staff, NBC Chicago, father of twin boys, Robert John and Richard Joseph.


Here's Toledo —the hub of WSPD's billion dollar market . . .
Toledo is the nation's 3rd rail center. It is the 10th largest port in tonnage in the United States. And Toledo (Lucas County) is listed among the United States leaders in 11 of the 19 industrial classifications!
Along with Toledo, WSPD radio and television give you 18 other counties for complete saturation of our billion dollar market.
Your sales message will be heard, and your product will be sold with WSPD — for 33 years the voice of Northwestern Ohio.
SPeeDy
STORER STATION
WSPD
RADIO
TELEVISION
TOLEDO, OHIO
Storer Broadcasting Company
TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK
Represented Nationally by KATZ


ALWAYS
A JUMP
AHEAD
KSL-TV's merchandising service puts more cash in any advertiser's pocket. Every effort is made to let everyone know what's doing advertising-wise, and our Personalized Service insures full cooperation between local distributors and retailers.
What's more, letters in the KSL-TV files prove that our merchandising activity *forces distribution* in the Intermountain area. For more information, call CBS Television Spot Sales, or
KSL-TV
SALT LAKE CITY
Serving 39 Counties in Four Western States

— PROFESSIONAL SERVICES —

Russell to Head FCBA; Other Officers Elected

PERCY H. RUSSELL Jr., a partner in the law firm of Kirkland, Fleming, Green, Martin & Ellis, was elected president of the Federal Communications Bar Assn. at its annual meeting Friday in Washington.

MR. RUSSELL

Mr. Russell has been in private practice since 1936, after serving as secretary to the late Associate Justice Benjamin N. Cardozo. He was graduated from Dartmouth College in 1929 and from Harvard Law School in 1932, and has been chairman of the Administrative Law Section, District of Columbia Bar Assn.; editor of the Federal Communications Bar Journal, and president of the Dartmouth Club of Washington. He is also a member of American Bar Assn.; American Legion; National Capital Area Council; Boy Scouts of America, and National Press, Metropolitan and Columbia Country clubs.

Other officers elected at the FCBA meeting were: George O. Sutton, first vice president; George S. Smith, second vice president; Ben C. Fisher, secretary, and Dwight D. Doty, treasurer. William C. Koplovitz and Thomas W. Wilson were elected members of the executive committee.

Ankers Joins Weldon & Carr

ROBERT E. ANKERS Jr., formerly with the Navy Dept., Bureau of Aeronautics-Electronics Div., has joined the radio-tv consulting firm of Weldon & Carr, Washington, the firm has announced. Mr. Ankers served as a Navy radar officer during World War II, after which he joined the Navy Dept. where he worked in the field of underwater acoustics. While serving in the Navy, Mr. Ankers received a letter of commendation for an improvement in a radar antenna design.

MR. ANKERS

Chicago Law Firm Formed

NEW law firm of Wolff, Frankel, Pennish & Orlikoff, Chicago includes among the partners Sanford I. (Bud) Wolff, who handles legal matters for the Chicago Chapter of American Federation of Television & Radio Artists and has represented other broadcast interests; John S. Pennish, who has handled work for Grayson & Assoc., and Richard Orlikoff, who has worked on film industry matters. The new firm will maintain Chicago headquarters at 100 W. Monroe St. (Tel.: Central 6-9050) and an office in Los Angeles at 8907 Wilshire Blvd. (Tel.: Bradshaw 2-1101). The firm of Riskind and Wolff, of which Mr. Wolff was a principal, has been dissolved.

PROFESSIONAL SERVICE PEOPLE

Fred S. Muerer, formerly public relations manager, Westinghouse Electric tv-radio div., Metuchen, N. J., to Kaylon Public Relations

Inc., Hackensack, N. J., as vice president.

Thomas H. Jones, senior vice president, Paul Klemtner & Co. (adv.), Newark, N. J., appointed vice president, affiliated Medical Communications Inc., closed-circuit organization specializing in medical-pharmaceutical field.

William S. Callander, staff associate, Cresap McCormick & Paget (management consultants), Chicago office, elected principal associate.

Irene Hill, tv film and premium dept. manager, Michael Grace Enterprises, N. Y., to Helen Edwards & Staff, L. A., as director of tv-radio writers' division.

—PERSONNEL RELATIONS—

WGA Officers, Council, Board Sign Anti-Red Oaths

ALL OFFICERS, council and board members of all Writers Guild of America divisions—tv, radio and motion pictures—have signed anti-communist affidavits, WGA West told its membership in a letter mailed last week. Further, if communists or sympathizers are now being admitted to WGA membership, it is only because producers are hiring them—which is not the case.

This was the guild reply to charges made previously by the Motion Picture Alliance for the Preservation of American Ideals, a Hollywood anti-communist group [B•T, Jan. 17]. The alliance had charged that a "red invasion" of WGA was likely after the guild failed to pass, by a three-vote margin, a constitutional amendment to bar communists and sympathizers from membership. The alliance subsequently asked that Hollywood employers, including radio-tv employers, refrain from bargaining with the guild because of the amendment failure.

The WGAW letter contended that the alliance attack was a "grave disservice" to the industry and its writers by "imputing that responsible producers are hiring writers with known communist backgrounds." Active guild membership lapses after two to five years of unemployment in the industry (depending on length of previous employment), WGAW pointed out. "Thus, any persons previously admitted to membership . . . and subsequently proved to be a communist, have disappeared or are disappearing from the guild."

IATSE Claims CBS-TV Victory

INTERNATIONAL Alliance of Theatrical Stage Employes (AFL) announced it has been chosen as collective bargaining agent for CBS-TV film cameramen in the New York area. Cameramen, soundmen and lighting men at CBS-TV in New York previously were represented by IBEW but at NLRB elections in New York, employes voted "unanimously" for IATSE, a spokesman said.

Residuals Pour In

SCREEN DIRECTORS Guild has just received $11,825 from Sovereign Productions Inc. for distribution to 21 tv directors in payment for the third run of a group of tv films. SDG, during the past six months, has received approximately $50,000 for its tv membership in stepped up activities to collect residual payments.

Advertisement

AMERICAN AIRLINES & NATIONAL AIRLINES

announce the opening
of a Joint Washington Ticket Office in the

BROADCASTING • TELECASTING BUILDING
1733 DeSales Street (across from the Mayflower)

Harold Fellows, NARTB president, purchases first ticket in new American Airlines & National Airlines joint office from Herb Ford, District Sales Manager of American Airlines.

Radio & Television executives are cordially invited to visit the new office at 1733 DeSales St., Washington, D. C.

Interior view of new ticket office at 1733 DeSales. This office will feature a "will call" desk where passengers may pick up tickets previously arranged by phone.

For reservations call EXecutive 3-2080

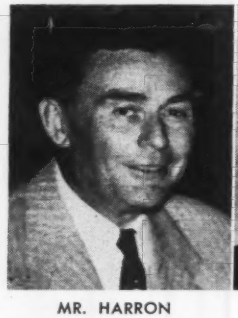
AMERICAN AIRLINES & NATIONAL AIRLINES

BROADCASTING • TELECASTING BUILDING
1733 DeSales Street, Washington 6, D. C.

STEINMANS SELL WDEL-TV WILMINGTON TO PAUL F. HARRON FOR $3.7 MILLION

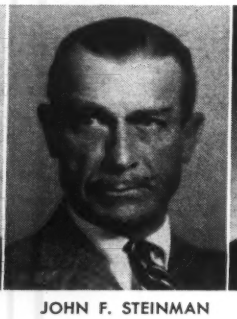
Delaware station, whose signal will soon be boosted to cover the Philadelphia area, will go to independent operation when it loses NBC-TV affiliation Feb. 13. McCollough handled transaction.

WDEL-TV Wilmington, Del., has been purchased for $3,712,500 by Paul F. Harron, owner of WIBG-AM-FM Philadelphia, from J. Hale Steinman and John F. Steinman, owners of WGAL-AM-TV Lancaster, WLEV-TV Bethlehem-Allentown, WKBO Harrisburg, WEST Easton, WRAW Reading and WORK York, all Pa. The transaction, handled by Clair R. McCollough, general manager of the Steinman Stations, and completed Tuesday, is subject to FCC approval.

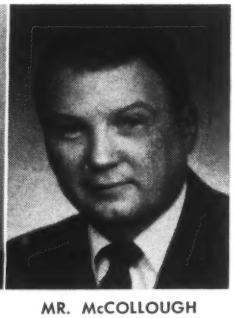


MR. HARRON

J. HALE STEINMAN



JOHN F. STEINMAN



MR. McCOLLOUGH

On the air since June 1, 1949, WDEL-TV telecasts on ch. 12 with 2.51 kw visual and 1.26 kw aural, but in February plans to increase power to maximum 316 kw. At that time, WDEL-TV, whose transmitter is about five miles from Wilmington toward Philadelphia, will deliver a signal of city service (Grade A plus) quality to Philadelphia residents, engineers expect.

WDEL-TV has resigned its present NBC-TV affiliation effective Feb. 13, its present owners having planned to operate as an independent station after that date. The resignation was not explained, but seems obviously due to the impending power increase which would put its signal into the area already served by NBC-TV-affiliated WPTZ (TV) Philadelphia.

Technically, Mr. Harron is purchasing all the stock of WDEL Inc., whose radio assets—WDEL Wilmington, operating with 5 kw on 1150 kc—were previously acquired for $250,000 by Delmarva Broadcasting Co., owned by the Steinman brothers. This transfer also is subject to FCC approval.

Mr. Harron, who late last year gained control of WBIG by adding to his original 30% of the stock of Seaboard Radio Broadcasting Co. (licensee of WBIG) a like amount purchased from Joseph Lang and another 28% purchased from Jack Kelly and family [B•T, Nov. 15], told B•T that he is buying WDEL-TV on his own, with no associates involved. He said that as yet he had made no plans for disposition of WBIG's uhf ch. 23 tv station in Philadelphia, granted but not yet in operation.

Whether or not he will seek to make another network affiliation for WDEL-TV will depend on the circumstances pertaining after he obtains the license for the station, Mr. Harron said. "Whatever appears to be the best business policy is the one we will follow."

NEED

Two Experienced AM & TV Announcers

and

One Inexperienced Announcer

also

Two Experienced Directors

and

One Inexperienced Director

for

VHF Operation

Contact

Box 68G, B-T

WGBS-TV Airs Programming 22 Days After FCC Approval

WGBS-TV Miami Beach, Fla., the Storer Broadcasting Co. station on ch. 23 there, was on the air with commercial programming 22 days from the date the FCC approved the purchase Dec. 16, the station has reported.

The Commission on Dec. 17 authorized the erection of a 500-ft. tower at Miami Beach (the station had originally been located at Fort Lauderdale). New Year's Eve, with the tower completed, the station reports, it tested its new power of 185.5 kw. On Jan. 7 the regular programming schedule went into effect.

WGBS-TV has announced that it plans to build a new studio and office building at the corner of 21st St. and Biscayne Blvd., Miami, and that it expects to be operating with a 1,000-ft. tower and a 1,000 kw transmitter sometime in July.

Crosley's Robinson to Head Cincinnati Sales Plans Unit

WILLIAM P. ROBINSON, in addition to his duties as president of Crosley Broadcasting Co.'s WLWA (TV) Atlanta, is returning to Cincinnati to head a specialized sales plans unit, R. E. Dunville, Crosley president, has announced.

In another move, the company has reported that Harry LeBrun, WLWT (TV) Cincinnati assistant station manager in charge of sales, has been named general manager of WLWA. The changes are effective immediately.

25,800 Replies

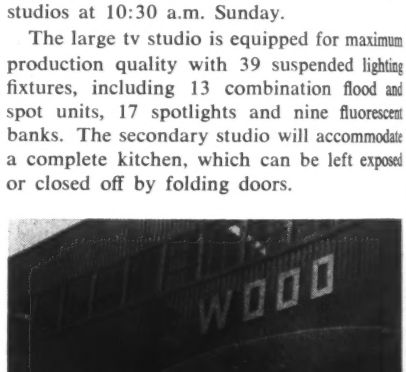
SUCCESS of its news show on WCCO-TV Minneapolis has been acclaimed by Minnesota Blue Cross following an on-the-air offer of a Scotchlite-coated version of the Blue Cross emblem for mounting on auto bumpers as a safety device. Some 25,800 emblems were distributed within a month of the initial offer, WCCO-TV reported.

WOOD-AM-TV Readies Move To New $500,000 Quarters

THIS WEEKEND will be moving time for WOOD-AM-TV Grand Rapids, as the radio and tv production crews cease operations from their old McKay Tower location and begin programming from "Woodland," new studio and office building at 120 College Ave., S. E. Erected at a cost of $500,000, not including the technical equipment moved there, the new building is part of a $1.5 million expansion program carried on by WOOD-AM-TV in the past 18 months.

At 2 a.m. Friday WOOD will sign off from McKay Tower, and will sign on three and a half hours later from Woodland. WOOD-TV will sign off after the wrestling matches Saturday night and begin operations from the new studios at 10:30 a.m. Sunday.

The large tv studio is equipped for maximum production quality with 39 suspended lighting fixtures, including 13 combination flood and spot units, 17 spotlights and nine fluorescent banks. The secondary studio will accommodate a complete kitchen, which can be left exposed or closed off by folding doors.



INSPECTING the new studio building of WOOD-AM-TV Grand Rapids are (l to r) Willard Schroeder, general manager of the stations; Harry M. Bitner Sr., board chairman, Consolidated Television & Radio Broadcasters, owner of WOOD-AM-TV, and Raymond A. Bowers, president, Lewis C. Bowers & Sons, construction company.

WBRC-TV Originates Folsom Inaugural for State Network

WBRC-TV Birmingham, Ala., originated for a three station non-cable-connected network in the state the four-hour inaugural parade and ceremonies for Alabama's Gov. James E. Folsom.

The telecast was picked up by WBRC-TV's remote crew in Montgomery, the state capital, and fed by microwave relay to WSFA-TV there. From WSFA-TV the signal was fed to a microwave relay station in Auburn which sent it to WEDM (TV) Munford, where it was fed to WBRC-TV and then to WMSL-TV Decatur. WEDM was used for the relay and was not part of the network.

WBRC-TV believes this was the largest operation of its type undertaken in the South to date; it encompassed over 300 miles of microwave relays, the station said.

CBS Radio Spot Sales Post Goes to Dooley

ADDITION of Robert M. Dooley, former general sales manager for Blair-Tv, New York, to the sales development department of CBS Radio Spot Sales, has been announced by Newell T. Schwin, manager of sales development. Mr. Dooley will service accounts in Michigan, Ohio, western Pennsylvania and West Virginia.

Mr. Schwin, newly-appointed manager of the department, said Mr. Dooley's association with CBS Radio Spot Sales marks the completion of the expansion of the sales development staff which now includes two sales representatives in New York and one in Chicago.

Mr. Dooley was formerly administrative assistant to the president and general sales manager of WOW-AM-TV Omaha and KODY North Platte, Neb. He was previously with KFAB Omaha for six years as general sales manager.

WKY-TV Airs Closed-Circuit Medical Program in Color

WKY-TV Oklahoma City aired its fifth annual closed-circuit medical program, this time in color, for a meeting of 150 surgeons in downtown Oklahoma City, the station reported.

An operation performed in WKY-TV's color studio, medical demonstrations and a color film were transmitted by the station during a four-hour stint at the request of the Oklahoma City Obstetrical and Gynecological Society's Eighth Annual Review.

KCSJ Courtroom Camera Work Wins Pueblo Judge's Praise

THE JUDICIOUS use of cameras in a Pueblo, Colo., courtroom, admitted at the request of KCSJ-AM-TV there, earned high praise from the presiding magistrate. The case was a first degree murder charge and it was the first time cameras were allowed in Pueblo judicial proceedings.

The pictures were stills taken without benefit of flash. KCSJ-TV cameraman Herb Campbell lauded Kodak's new Tri-x film. Mr. Campbell shot more than 50 pictures with about 50% of them being used on news telecasts. KCSJ-TV reported that the two daily newspapers used only about six pictures.

Because Judge J. Arthur Phelps cautioned jurors, who were permitted to return home each evening, not to listen, watch or read any news accounts of the trial, KCSJ-AM-TV News Director Bob Billman inserted announcements alerting the jurors that the stations' trial coverage was about to be given. These announcements also mentioned the length of time of the trial accounts.

Although no recording equipment was allowed in the courtroom, Mr. Billman made direct telephone reports to newsman Ken Reyhons.

Judge Phelps, in a letter to Mr. Billman, expressed his gratitude for the stations' cooperation in forewarning a juror of a forthcoming trial story and said:

"I also find that I have no cause to regret my decision to allow photographers in the courtroom during the trial. . . . I found the presence of photographers in no way upset the decorum of the court nor distracted from the proceedings."

James Wethington Named KONA (TV) Sales Manager

JAMES A. WETHINGTON, executive vice president of William G. Rambeau Co., New York, station representatives, has been appointed sales manager of KONA (TV) Honolulu, Hawaii. Mr. Wethington joined Rambeau in 1951 as a sales executive and a year later was appointed a vice president.

Before joining Rambeau, Mr. Wethington was a sales executive at WICC Bridgeport, Conn., and commercial manager at KSLO Opelousas, La. En route to Honolulu, Mr. Wethington is visiting advertising agencies in New York, Chicago, San Francisco and Los Angeles and is conferring with executives of NBC Spot Sales, national representative for KONA.

Obviously OUTSTANDING . . .

IN PEORIA

POLLSTERS AGREE

Hooper*, for the past TEN YEARS has reported WMBD's average share of audience greater than the next two stations combined.

AND NOW

Pulse† reports . . . WMBD has more listeners than the next two stations combined.

Pollsters agree . . . WMBD dominates Peoriarea.

Advertisers agree . . . WMBD gets results.

See Free & Peters

AM WMBD FM

FIRST in the Heart of Illinois

PEORIA
CBS Radio Network
5000 Watts

* C. E. Hooper Reports 1945 thru 1954
† Pulse Inc. November 1954

KLRJ-TV Debut Brings Operating Outlets to 423

KLRJ-TV Henderson, Nev., was scheduled to begin commercial programming yesterday (Sunday). It simultaneously was to become interconnected with NBC-TV. The ch. 2 station, represented by John E. Pearson Tv Inc., is the first tv for Henderson and the third for Nevada. Its debut will increase to 423 the number of operating tv stations.

Donald W. Reynolds is president and chief stockholder of licensee Southwestern Publishing Co. He also owns KZTV (TV) Reno; KFSA-AM-TV Ft. Smith, Ark.; KBRS Springdale, Ark., and KHBG Okmulgee, Okla.

Meanwhile, Regional Broadcasting Co. (KBTM), Jonesboro, Ark., which Jan. 12 was granted a CP for ch. 8 there, has reported that plans are still undetermined. Harold E. King, president, said this is the only tv granted in the area bounded by Memphis, Little Rock (Ark.), Cape Girardeau and Springfield, both Mo.

WCLG Starts Operation

WCLG Morgantown, W. Va., 500-watt daytimer on 1300 kc, reports going on the air Dec. 27. Mail response, according to the station, indicates a good signal is being received in Fairmont, Clarksburg and Kingwood in the northern part of the state, as well as in the Uniontown area of southwestern Pennsylvania. The station is using a music-news format and is serviced by AP news and the Langworth transcription library. C. Leslie Golliday, general manager and part-owner of WEPM Martinsburg, W. Va., is owner-general manager of WCLG.

WOND

The Master

KEY

To The Lucrative

SOUTH JERSEY SHORE MARKET

Delivers the Largest Radio Audience in the Atlantic City-County Area*

Get the WONDerful Story Today! Market Data, Station Coverage and Programming Information on Request

*1954 Survey by Advertest Research

WOND FULL TIME

1400 ON THE DIAL

Owned and Operated by

PIONEER BROADCASTERS, INC.

Pleasantville, New Jersey

N. Y. Office: 550 Fifth Ave. COlumbus 5-1430

NARTB

BAB

WFMY-TV Greensboro, N. C., has moved into its new $1 million, two-story building and increased its power to maximum 100 kw from a 759-ft. tower. The new building has 39,000 square feet of floor space divided into 66 rooms and two studios—one 30 by 40 feet and the other 42 by 62 feet. Responsible for the changes in facilities are (l to r): Bill Neill, chief engineer; Bill Baskerville, commercial manager; Gaines Kelley, general manager; Gomer Lesch, program director, and Gordon Williamson, operations-production manager.

New Rates for WNAC-TV

A NEW TIME classification, AA (with a base hourly rate of $2,000), has been established, effective Feb. 1, with the issuance of rate card No. 7-A, at WNAC-TV Boston, according to an announcement by Norman Knight, executive vice president and general manager. AA time is from 7:30 to 10:30 p.m. Monday through Friday and 6 to 11 p.m. Saturday and Sunday. The new card, the first rate adjustment since 1953, also features weekly volume discount plans on all types of announcements. Rates for 60-second announcements run from $120 to $420 and half-hour program rates are from $360 to $1,200. Since the last rate card, WNAC-TV reports, the number of tv sets in its coverage area has increased from 1,089,696 to more than 1,265,000.

KRCA (TV) Issues Card 8A

KRCA (TV) Hollywood rate card No. 8A goes into effect Feb. 1, it was announced by Thomas C. McRay, general manager. Class A time (7:30-11 p.m., Monday-Saturday, and 5-11 p.m., Sunday) is raised to $3,200 per hour, Class B time (6-7:30 p.m., Monday-Saturday) is $1,700 per hour, Class C (sign-on tv 6 p.m., Monday-Saturday, sign-on tv 5 p.m., Sunday) is $1,600 per hour and Class D (all other operating times) is $825 per hour.

NBC Group Picks NBC Spot

NBC SPOT SALES has been named representative of the Western Radio Network of NBC, it was announced jointly last week by William H. Fineshriber Jr., vice president in charge of NBC Radio, and Thomas B. McFadden, vice president in charge of NBC Spot Sales. The appointment takes effect on Feb. 1.

The Western Radio Network consists of 35 affiliates located in Montana, Utah, Colorado, New Mexico, Arizona, Nevada, Idaho, Washington, Oregon, and California.

WPFA Plans Feb. 1 Debut

WPFA Pensacola, Fla., new independent music, news and sports outlet, will debut Feb. 1. The station, on 790 kc with 1 kw daytime, is owned by WPFA Broadcasting Co. Mrs. Ruth Fillingim, a veteran of 13 years' radio experience, is manager. Other staff members include: Taris Savell, in charge of production and special events; Saul Kay, account executive, and Nick Pieler, chief engineer.

WMAX Begins Operation

WMAX Grand Rapids, Mich., independent daytimer, has begun operation, Charles A. Sprague, vice president and general manager, has announced. The station, owned by WMAX Inc., operates on 1480 kc with 500 w, and uses a Collins transmitter. Joe Hooker is president and commercial manager, and Ed Fitzgerald, promotion director. News service is United Press.

A SPECIAL album containing recordings of his inauguration as governor of Colorado was presented to former Sen. Edwin C. Johnson (c) by Hugh B. Terry (l), president of KLZ-TV Denver, and Sheldon Peterson, station news chief. KLZ-TV telecast the entire inaugural proceedings and station engineers prepared the album.

Abbott Named Manager For KCEN-TV Temple

HARRY ABBOTT, manager of KTVQ (TV) Oklahoma City for two years, has been named manager of KCEN-TV Temple (Waco) Tex. He will report to Burton Bishop, who has just been named general manager of KCEN-TV after serving as assistant to President Frank Mayborn.

MR. ABBOTT

Mr. Abbott is a veteran of 22 years in radio and tv. He began his career at KGBX Springfield, Mo., in 1933 and is known as a keen program analyst and developer.

The station also announced last week that Dale Phares, formerly manager of WBYS Canton, Ill., has assumed his new duties as manager of KTEM Temple, which also is owned by Mr. Mayborn.

KCEN-TV, on ch. 6, is an NBC affiliate, covering 31 counties in central Texas.

WNET (TV) Names McEnaney

E. JAMES McENANEY has been named general manager of WNET (TV) Providence, R. I., ch. 16, effective Jan. 3, the station has announced.

Mr. McEnaney has been associated with WEAN Providence as account executive and special events announcer and with the Thames Broadcasting Corp., of New London, Conn., licensee of WNLC-AM-TV (tv not yet in operation).

WKRC Promotes Heilbrun

PROMOTION of Herbert Heilbrun to sales manager of WKRC Cincinnati was announced last week by Hubbard Hood, general manager. Mr. Heilbrun has been a salesman for the station for the past four years. He attended Ohio State U. and the U. of Cincinnati. During World War II he was a pilot in the European Theater of Operations.

DeGroot Joins Raymer Co.

MITCHELL DeGROOT, formerly director of advertising and promotion of ABC and previously director of sales promotion of WCAE Pittsburgh, has joined the New York office of Paul H. Raymer Co., station representatives, as an account executive. Mr. DeGroot has the additional responsibilities of director of advertising and promotion for the company.

WBML Goes Independent

WBML Macon, Ga., has dropped NBC affiliation and has switched over to a complete music and news format, George W. Patton, station vice president and general manager has announced. Mr. Patton said the decision not to renew the network contract was the increasing popularity of WBML's personalities which he said has doubled station audience during the last year.

WFLA-TV 1,054-ft. Tower Up

WITH the lifting of its 75-ft., 8,500-pound antenna to the top of the tower of WFLA-TV Tampa a fortnight ago, the full-height of 1,054 ft. was reached by that station. The tower, 20 miles southeast of Tampa, is said to be the tallest structure in the state.

Campaign Funds

DOWN PAYMENT for their next advertising venture on WTVI (TV) St. Louis (Belleville, Ill.) was provided 198 Ad Club members as an after-luncheon highlight of the station's Jan. 11 Ad Club program. Models distributed to everyone in attendance simulated alligator wallets with a new dollar bill enclosed and the following message attached: "This we hope, is just one of the many dollars that will make more sales for you on WTVI by buying more audience for less money." John D. Scheuer Jr., executive vice president-general manager, then described how WTVI pioneered tv in the St. Louis area.

WBZ-AM-TV Cover Riot

TAPE AND FILM recordings of the prison riot in Charleston, Mass., last week were made by WBZ-AM-TV Boston minutes after the first announcement of the incident, the stations have reported. Interviews with Warden O'Brien and the families of the five captured guards were tape-recorded. Filmed bulletins of the action at the prison were presented regularly by WBZ-TV. The stations' newsmen were on the scene at 6 a.m. and the first exclusive films were shown at 9:30 a.m. The names of the captured guards were broadcast by both operations at 8:30 a.m.

Arrangements were being made at the end of last week for a live pick-up for NBC-TV's *Today*, with interviews with the prison chaplain and special guards who were pressed into service.

WANT THE WOMAN'S EAR IN ROCHESTER ? ? ? ?

"PULSE" GIVES YOU THE ANSWER:-

IN ROCHESTER the Pulse report covering the 235 quarter hours between 6:45 A.M. and 6:00 P.M., Monday thru Friday, breaks down as follows:—

	Station WHEC	Station B	Station C	Station D	Station E	Station F
FIRSTS	205	30	0	0	0	0
TIES	0	0	0	0	0	0

WHEC Carries All Ten of The "Top-Ten" Daytime Shows!

HOW ABOUT LOCAL SHOWS AGAINST LOCAL SHOWS IN ROCHESTER ? . . . . .

During the same period as above there are 105 quarter hours when local shows are pitted against local shows. Here's the score:—

	Station WHEC	Station B	Station C	Station D	Station E	Station F
FIRSTS	85	20	0	0	0	0

There are, from time to time, availabilities in these high rated local WHEC programs. Why not find out if we haven't got, right now, just the spot to get you off the spot in Rochester?

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS **WHEC** of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO. Los Angeles, San Francisco

WCAU Reports Best Year

WCAU Philadelphia announced last week that its 1954 local net revenue was up 6% and its national spot revenue up 13% over 1953, giving the station the highest total billings in its 32-year history. WCAU noted that while announcement and station-break business accounted for the greater share, a new trend was recognized in the advertiser acceptance of five-minute programming with a peak of 51 five-minute segments sponsored weekly.

WSAZ-TV Sets Station Record

BIGGEST single sales week in the six-year history of WSAZ-TV Huntington, W. Va., was recorded during the first seven days of 1955 with regional and local sales contracts totaling $120,672, the station reports. These sales include signed contracts only, according to L. H. Rogers, vice president-general manager.

KFMB-TV Spot Sales High

SALE of $157,000 in national spot time during December 1954, with 22 new accounts and nine renewals, gave KFMB-TV San Diego the most profitable "national business" month in its history, exceeding the previous high of $151,000 in September 1953, George Whitney, general manager, Wrather-Alvarez Broadcasting Inc., announced last week.

KBIG '54 Revenue Up 20%

KBIG Avalon, Calif., reported last week the past year showed an overall gross revenue increase of 20% over 1953. Revenue in December 1954 was 30% higher than that of the same month of 1953.

WOV Opens Milan Studio

WOV New York, which maintains a studio in Rome, Italy, has opened an additional overseas operation in Milan, Italy. WOV reportedly is the only U. S. station with complete facilities abroad. The Milan studio, under management of Vera Fontanello Cueto, will function as a business office and production center.

STATION SHORTS

KRKL Kirkland, Wash., has changed call letters to KNBX.

WHBF-TV Rock Island, Ill., has completed installation of new 100-ft., 5-ton, 6-bay antenna atop its tower, bringing tower height to 500 ft.

WATE-TV Knoxville now equipped for network color transmission.

WPAW Pawtucket, R. I., has opened additional business offices in Crown Hotel, Providence, R. I.

REPRESENTATIVE APPOINTMENTS

WGVM Greenville, Miss.; **KDKA** Clinton, Mo., and **KLEE** Ottumwa, Iowa, appoint Devney & Co., N. Y.

WJNO-TV West Palm Beach, Fla., appoints Venard, Rintoul & McConnell Inc., N. Y., effective Feb. 1.

KXL Portland, Ore., appoints Headley-Reed Co., N. Y., as national representative in Midwest and Eastern markets.

STATION PEOPLE

Wally Sherwin, Hollywood m.c.-personality-program packager, to KVVG (TV) Tulare, Calif., as station manager.

Ted Snider, KOAT-TV Albuquerque, appointed station manager; **Richard True** appointed program director; **William Bozarth** appointed production and promotion manager and assistant to program director.

MR. SNIDER

Herb Heilbrun, salesman, WKRC Cincinnati, appointed sales manager.

Lee Atwell, sales dept., WHBC Canton, Ohio, appointed program director, succeeding **Robert Breen,** named chief engineer.

Paul Frank, news director, WTVN Columbus, Ohio, appointed assistant to general manager; **Bert Stille,** announcer, appointed news director; **Robert L. Harris,** formerly with WIBC Indianapolis, to station as account executive; **Fred Morrison,** formerly with Cleveland Browns professional football team, to sales staff; **Ken Robinson** to announcing staff.

John Bondeson, formerly director of promotion and public relations, WJBF (TV) Augusta, Ga., to WIS-TV Columbia, S. C., as promotion manager.

George B. Smith, formerly chief engineer, KEDD (TV) Wichita, Kan., appointed chief engineer, WNDU-TV South Bend, Ind., U. of Notre Dame outlet.

Ridley Bell, program director, WRBL-AM-FM-TV Columbus, Ga., and WRBL-TV film buyer, appointed assistant manager, continuing as film buyer; **George Gingell** appointed program and production director, WRBL-TV; **Chick Autry,** WRBL-TV cameraman, appointed assistant production director; **George Jenkins,** WRBL-TV publicity and promotion director, appointed head of tv sales dept.; **Walter Graham,** appointed WRBL-AM-FM sales manager; **Ronnie Evans,** tv production director, appointed WRBL-AM-FM-TV supervisor of announcers; **Eleanor Boyd Whitelaw,** manager of continuity dept., appointed WRBL-AM-FM program director; **David Lea,** announcer, appointed WRBL-AM-FM chief announcer.

MR. BELL

Jack Peart, sports editor and salesman, KEYS Corpus Christi, Tex., to KLIF Dallas as news and special events director.

Gil Thomas, former news director, WJIM-AM-TV Lansing, Mich., appointed news director, WWTV (TV) Cadillac, Mich., succeeding **Guy VanderJagt.**

Jean Smith appointed continuity dept. manager, WHBF Rock Island, Ill.; **Francene Glatstein** to continuity staff; **Allene Burton** to publicity dept.; **Zelma Hendricks** to main office staff.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

waiting to HEAR from YOU...

118,560 families weekly!

92,070 families daily!

59,090 car radio families!

- **WDBJ's share of the tuned-in Roanoke audience averages 51 to 59%!**
- **25% of Virginia's total retail sales are made in the WDBJ area!**

Sources—A. C. Nielsen Co. and Pulse of Roanoke

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., National Representatives

Jean E. Phair, program hostess, WOR-TV New York, appointed director of home economics, WHAS-TV Louisville, succeeding **Marian Gifford,** resigned.

Robert D. Wood, account executive, CBS-TV Spot Sales, N. Y., returns to KNXT (TV) Hollywood as sales manager, succeeding **Edmund Bunker,** named general manager, WOKY-TV Milwaukee.

MR. WOOD

Gene Dryden, formerly with KXA Seattle, returns to KMO Tacoma, Wash., as continuity director.

Eugene Zacher, assistant program director, WHAM-TV Rochester, N. Y., additionally assumes administration of production department.

Richard R. Kelly appointed local sales manager, KPOA Honolulu, effective Feb. 1.

MR. KELLY

Larry Spiller, writer, WICS (TV) Springfield, Ill., appointed continuity editor; **Bob Morgan,** freelance announcer, to WICS.

Joseph Velsmid, WOL Washington, appointed assistant chief engineer.

Gilbert E. Thomas, radio-tv consultant, Stiller-Rouse & Assoc., Beverly Hills, Calif., adds duties as producer, KABC-TV Hollywood *Jack Owens Show,* succeeding **Harfield Weedin,** resigned.

Luella Cannam, account executive, WOW-AM-TV Omaha, to WVDA Boston in same capacity.

MISS CANNAM

Ralph Hess Jr., promotion director, WDVA Danville, Va., appointed account executive; **Nadine Wright,** continuity writer, succeeds Mr. Hess; **Earl Stogner** shifted to devote fulltime to disc m.c. duties; **Bill Howard,** announcing staff, appointed sports director; **Betty Andrews** to continuity dept.; **Jack Pryor** to station assisting in sales

Paul G. White, formerly special events director, WEIR Weirtown, W. Va., to sales staff, WLWD (TV) Dayton, Ohio.

John B. Shelton, formerly with sales staff, Crosley Broadcasting Corp., Chicago, to WJJD there in similar capacity.

Bert Chance, formerly Sacramento sales manager, KOVR (TV) Stockton, Calif., and **William Andrews,** recently separated U. S. Air Force major, to sales staff, KBET-TV Sacramento, Calif.

Tod Williams, former assistant manager, WEAN Providence, R. I., to WPAW Pawtucket, R. I., as program host.

Margaret Lipper to program and public relations staff, WHEC-TV Rochester, N. Y., additionally handling children's show.

Sumie Sakai and **Gyoshu Ichioka** to KGMB Honolulu as announcer and salesman, respectively.

Herb Koster, formerly program director, Far East Network Tokyo Station, to KWKH Shreveport, La., as announcer.

Relba Marks, formerly traffic manager, WDAS Philadelphia, to traffic dept., WPEN there.

Walter Jacobs, program manager, WLWC (TV) Columbus, Ohio, to WLWT (TV) Cincinnati.

Bob Engel, former news director, WSRS Cleveland, to KFSD-AM-TV San Diego.

Robert E. Church, formerly with Pillsbury Mills Inc., Minneapolis, to KTTV (TV) Hollywood as field merchandiser.

Walter Engels, manager, news and special events, WPIX (TV) New York, adds duties as associate in journalism, Columbia U. Graduate School of Journalism.

Robert O. Reynolds, vice president and general manager, KMPC Los Angeles, and former All-American Stanford football player and formerly with professional Detroit Lions, named to Stanford's "Hall of Fame."

Timothy Swain, president, WIRL Peoria, Ill., appointed trustee, U. of Illinois.

Jack O'Mara, promotion and merchandising director, KTTV (TV) Hollywood, elected to board of directors, Electric League of Los Angeles Inc. (appliance wholesalers, distributors and retailers), to represent tv broadcasters.

Del Greenwood, promotion manager, WGBF and WMLL (FM) Evansville, Ind., winner of grand national prize in merchandising-promotion contest of 181 promotion managers of NBC affiliated stations.

Paul C. Parker, vice president for production, Victory Television Enterprises Inc., Baltimore, and **Mrs. Jonnie Holland** were married Jan. 16.

Dick Morphew, news dept., WJDX-WLBT (TV) Jackson, Miss., father of girl, Barbara Lynn, Jan. 15.

Ed Boghosian, sales manager, WJAR-TV Providence, R. I., father of boy Jan. 10.

Danny O'Shea, engineer, WJMJ Philadelphia, father of boy, Jan. 9; **Alec F. Iles,** chief engineer, and **Andy Allen** and **Chris McAteer,** engineers, also new fathers.

H. Taylor Vaden, promotion supervisor, WPTF Raleigh, N. C., father of girl, Janice Lynn, Jan. 8.

Dick Van Dyck, comedian, WDSU New Orleans, father of girl, Stacy Lynn, Jan. 7; **Lynn Michel,** engineer, father of girl Jan. 1; **Bob Nelson,** personality, father of boy, Robert Jr., Dec. 30.

Ned R. Brooke, production chief, WSAZ Huntington, W. Va., father of twin boys, Kim and Tim, Dec. 27.

Bob Walton, local sales manager, WTWO (TV) Bangor, Me., father of boy, Jan. 3; **Philip Gildart,** account executive, and **Ernest Derap,** photographer, fathers of boys; **Paul Wagner,** transmitter technician, father of girl.

HOW TO TURN A "HOT" PROPERTY INTO COLD CASH:

BUY CESAR ROMERO...

always a big name—now even bigger! (Current top-budget motion pictures, plus high-rated tv appearances prove it)

IN PASSPORT TO DANGER...

a high-tension series of world-wide adventure...

TO SELL YOUR PRODUCT

to his vast ready-made audience! Other top advertisers are selling their products with this show. Why don't you?

CESAR ROMERO, starring in...

PASSPORT TO DANGER

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

Charlie Davis

Star of
"Alabama Star Time"
11:30 AM to 2:30 PM
Monday-Friday

Stars Sell on Alabama's greatest radio station

WAPI

One of the station's best-liked announcers, Charlie Davis hosts 3 hours of recorded music, interspersed with news, weather and comment. He endears himself to his mid-day audience of home makers by giving them music to "sweep by," and to give a lift to doing the dishes. His easy manner and excellent choice of platters (he's a musician himself) keep 'em listening.

You can Sell Your Products to Alabama folks

If you Tell them on programs they enjoy hearing

Represented by
John Blair & Co.

Southern Representative:
Harry Cummings

FCC REVERSE TREND SEEN AS EXAMINER FAVORS NEWSPAPER GROUP AT MIAMI

FCC chief examiner's initial decision recommends grant to Biscayne Tv—owned by Cox and Knight newspaper-radio interests—over three competing applicants, giving rise to prospect FCC may modify diversification 'policy.'

PROSPECT for modification of FCC's newspaper diversification "policy"—currently under attack in the industry and the courts—appeared last week as Chief Hearing Examiner James D. Cunningham issued his initial decision in the four-way Miami ch. 7 television fight and recommended a grant to Biscayne Television Corp. The favored applicant represents a joint venture by the Cox and Knight newspaper-radio interests.

The examiner's initial ruling would deny competitive applications by East Coast Television Corp., South Florida Television Corp. and Sunbeam Television Corp. The proposed grant to Biscayne was conditioned upon the Knight interests dropping ownership of WQAM-AM-FM Miami. The Cox' WIOD-AM-FM operation would be continued by Biscayne, it was indicated.

In essence, the examiner preferred Biscayne on the basis of the "creditable" public service performance of the radio and newspaper properties of its principals, matching this against the promises of proposed performance in tv by the other three applicants.

In choosing Biscayne, he wrote that "in the circumstances here present, to disqualify Biscayne" on the diversification issue "or to find it less qualified as a television applicant than its adversaries, would be to inflict penalty without warrant and deprive Miami of a television service from the applicant best equipped to deliver it.

"The Commission's view is that radio and newspaper ownership by an applicant for television facilities is not a factor fatal to it, but is one to be weighed with other matters in comparative proceedings," the initial decision concluded.

Biscayne Stockholders

The Cox and Knight interests each hold 42.5% of the Biscayne stock. The remaining 15% is owned by President Niles Trammell, former president and chairman of the board of NBC, who will be general manager of the proposed tv outlet. Biscayne plans to buy WIOD-AM-FM from the Cox group for some $400,000 while the Knight interests would sell WQAM-AM-FM to outsiders.

John S. Knight, president and 50.3% owner of Knight Newspapers Inc., is vice president and 17.5% owner of Biscayne. Another vice president is James M. Cox Jr., 30.5% owner, who is principal in the Cox newspaper and radio-tv ventures. James L. Knight, vice president and 30% owner of Knight Newspapers, is treasurer and 10% owner of Biscayne.

Other Biscayne officers and stockholders include: James Leonard Reinsch, executive director of Cox radio-tv properties, director and 5%; C. Blake McDowell, attorney for Knight interests, director and 5%; Lee Hills, executive editor, Miami *Herald* (Knight), 5%; Owen F. Uridge, WQAM general manager, 5%; James M. LeGate, WIOD general manager, 3.5%; Milton C. Scott, WIOD chief engineer, 3.5%; John L. Foy, WIOD secretary-treasurer, secretary; Daniel J. Mahoney, WIOD president, director.

Knight Newspapers Inc. is sole owner of the Miami *Herald* and WQAM. It also owns the Beacon Journal Pub. Co., which has 45% interest in WAKR Akron, Ohio. Knight Newspapers also holds 48.126% and the Miami *Herald* 2.3% in the Chicago *Daily News*, which in turn owns 27% of WIND-AM-TV Chicago. The Cox interests, aside from WIOD and the Miami *Daily News*, include WHIO-AM-TV Dayton, Ohio, and WSB-AM-TV Atlanta.

East Coast Television is headed by Chairman Charles Silvers and President D. Richard Mead, each 30.6% owner. Mr. Silvers heads Adams Engineering Co., aluminum fabricating firm, and Mr. Mead has real estate and contracting interests. Nine other stockholders include Lee Phillips, vice president, director, 8% stockholder and proposed general manager. Now radio-tv director for a Miami advertising agency, Mr. Phillips previously was with WTVJ (TV) Miami and onetime manager of WTTT Coral Gables, Fla., and WKJF Pittsburgh.

South Florida Television, initiated and 27% owned by Atlanta businessman Jack C. Stein, includes James Lawrence Fly, former FCC chairman and now radio-tv attorney, as board chairman and 13% owner. There are 14 other stockholders. Mr. Stein owns Stein Printing Co., Atlanta, and publishes the *Motor Carrier Directory*.

Sunbeam Stockholders

Sunbeam Television is one-third owned by shoe manufacturer Sidney D. Ansin and his two sons, with the father president of the applicant. Among the other dozen stockholders are Clyde H. Lucas, director and 5% owner, former program manager of WTVJ (TV) Miami; Edwin M. Spence, vice president and 5% owner, onetime manager and part owner of WWDC Washington, and Mr. and Mrs. Phillip E. Groh Jr., each 1.25% owner, tv program packagers.

In the majority of its post-thaw television contests involving newspaper applicants, the Commission has ruled against the newspaper applicant on the ground that diversification of the media of mass communications is in the public interest [B•T, Nov. 1, 1954].

As a result of subsequent rulings following in that pattern, particularly that to deny ch. 10 at Sacramento, Calif., to the McClatchy newspaper-radio interests [B•T, Nov. 8, 1954], the Commission's "discrimination" against newspapers has been challenged by the American Newspaper Publishers Assn. McClatchy has taken its case before the U. S. Court of Appeals for the District of Columbia and ANPA has filed an *amicus curiae* (friend of the court) brief in support of McClatchy's protest [B•T, Dec. 20, 1954].

In his conclusions, Examiner Cunningham cited primary criteria for comparison among the four applicants as including "local ownership; participation in community activities; integration of ownership and management; experience and performance in the broadcast field; diversification of control of mass communications media; program, studio, staff and equipment proposals."

Text of his ultimate conclusions follows:

As heretofore stated, the above comparison criteria are not absolutes in any sense, but are aids in guiding the Commission towards the applicant whose proposals, as a whole, give promise of the best television broadcast service in the public interest. When consideration is given to applicants who are without records of performance in the broadcast field, significance is attached to the extent of their local residence and community activity, for it is believed that the applicant most firmly rooted in a community and possessed of intimate knowledge of local public

The President Opens His News Conference to Tv

TRADITION was shattered and history made Wednesday when tv and newsreel cameramen and still photographers from newspapers and magazines covered the President's news conference, theretofore the exclusive prerogative of the pad-and-pencil reporters.

Later the same day, within hours of the conclusion of the session, the American public, via tv, witnessed the major part of what went on in the conference room of the executive office building when the President "met the press." In line with established procedure, under which the President is quoted directly only when he authorizes such quotation, live tv coverage was not permitted, but some two-thirds of the complete session was promptly cleared for tv and newreel use.

CBS-TV had the full half-hour sound film on the air at 7-7:30 that evening. NBC-TV also telecast the complete film report approved by the White House at 11:30-12 midnight. ABC-TV and DuMont telecast excerpts of the pooled filmed coverage from the four cameras which jointly served as tv-newsreel reporters and so as the eyes and ears of the public. DuMont repeated the film Thursday, 10-10:30 EST.

Fear that the presence of the cameras would bring out the latent histrionic tendencies of the press, with individual attempts to "hog the camera" destroying the purpose of the meeting, proved groundless. The unusually large number of blue shirts, allegedly easier on the camera's sensitive eye, was the newsmen's sole apparent acknowledgment that the cameras were there.

Best proof that there was nothing disturbing about the tv coverage of the President's news conference came later Wednesday in an announcement by James C. Hagerty, White House press secretary, that from now on all of President Eisenhower's news conferences will be available for camera and sound coverage.

Summing it up for the televiewers who watched the CBS-TV telecast of the official film on Wednesday evening, that network's White House correspondent, Charles von Fremd, said: "For the television news industry, what occurred today . . . is both a historic milestone and a convincing victory. A milestone because for the first time millions upon millions of people can actually see how a Presidential news conference is conducted . . . a victory . . . because the news conference today couldn't have been more average . . . There was no mugging at today's news conference."

NARTB'S PLAUDITS

NARTB President Harold E. Fellows Thursday wired President Eisenhower the association's "appreciation and congratulations" on his decision to authorize tv film coverage of the news conference. The message:

The historic event yesterday, in which you authorized television film coverage of your news conference, is being applauded by broadcasters and television viewers throughout the nation. May I add to their commendation the appreciation of the members of the National Assn. of Radio & Tv Broadcasters, who recognize this broadcast as a great step forward in the development of television as a public service to the people of America. We are indebted to you, Jim Hagerty, and the other members of your staff for this farsighted step.

service affairs, can best be relied upon to reflect the thoughts and problems of such community.

However, in the case of an applicant, which, as licensee of radio facilities, has demonstrated over a period of years the ability and willingness to render a service in the public interest, the performance record of that applicant bespeaks its future performance as a television licensee, particularly where the same community is involved, and, therefore, factors such as local residence and civic participation, as well as the integration of ownership and management factor, are less critical. Full disclosures regarding proposals for future public service are, of course, essential to the completeness of the evidentiary showing of an applicant for broadcast facilities, but of far greater concern is the assurance which may be gleaned from the evidence as to his abilities, wishes and intentions regarding the fulfillment of such proposals.

In the case presently under consideration, the three applicants without prior experience as broadcast licensees in the Miami area, viz., East Coast, South Florida and Sunbeam, show more complete local residence and wider civic participation by their stockholders, and they propose a higher degree of integration of ownership in station management than in the case of Biscayne.

However, Biscayne has demonstrated by actual performance, that, during the years its principals held radio broadcast licenses for service in the Miami area, the stations involved were fully responsive to the community needs thereof, and that said licensees carried their plans and proposals for service into execution. This record of performance, it is believed, affords more tangible

BIG-TIME BREWERS SNAPPED UP THIS SHOW FAST... WHY?

Powerful format—swiftly paced adventures of a daring diplomatic courier in the hot spots of the world.

Great star appeal—CESAR ROMERO delivers a ready-made audience of millions, even before the first telecast.

Terrific promotion "plus"—big opportunity to build an entire promotion around a big-name, big-time, big box-office attraction. Romero's available for commercials, too.

Such brewers as Blatz, Griesedieck and Pearl, just to name a few, have already hitched their sales story to Romero and "Passport to Danger." How about you?

CESAR ROMERO, starring in . . .

PASSPORT TO DANGER

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.

CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

assurance that Biscayne, as a television licensee, will effectuate its plans and proposals for service and will prove responsive to public needs than in the cases of its three competitors herein which do not have such a record and must rely upon proof less conclusive. Biscayne, therefore, must be awarded the preference in these respects.

In view of this determination, it would be inappropriate, and, indeed, futile, to follow the suggestions of East Coast, South Florida and Sunbeam, and award preferences among them within any of the areas of comparison herein above discussed, nothwithstanding that, for the most part by mathematical computation of stock percentages, they are found to have established superiority over Biscayne in several of such areas.

This is not to imply that, in all comparative proceedings involving applications for television facilities by applicants with backgrounds of radio broadcasting experience in competition with those lacking such backgrounds, the former must prevail in all instances. However, while the selection of superior applicants is made on the basis of the evidence of record regarding the proposals, experience and fitness of all of the competing parties, it must, nevertheless, be accepted as a truism that no type of experience better qualifies one for television broadcasting than radio broadcasting, especially where, as here, service to the same community from each media is involved.

Aside from considerations of the superiority of Biscayne from the standpoint of its broadcast experience in the Miami area, a further factor weighs heavily in its favor, viz., its proposed station management. The broadcast managerial experience of the proposed general manager of its combined AM-FM-TV operation is far more extensive than that shown with regard to the management staffs of any of the three other competing applicants, and, notwithstanding his status as a consultant with the National Broadcasting Company, the record herein furnishes satisfactory assurance that he will maintain the managerial control of Biscayne's broadcasting operations on a permanent basis.

In the same connection, Biscayne's proposed television station manager is shown to have been employed for a number of years as the operating head of a radio broadcast outlet serving the Miami area, and, by reason of the experience gained in this capacity, he must be considered better equipped to serve local community needs for television service than are the managers proposed by the three remaining competing applicants who are without comparable experience. It is clear from the record that an adequate staff of engineers, technicians and other personnel will be available to Biscayne to fill the various staff positions which it has established for its operation, and the same is true also with reference to the three other applicants.

The final question for determination, therefore, is whether, by reason of the newspaper and broadcast interests of the principals of Biscayne, the latter's application should be disapproved, as is urged by the remaining applicants, nothwithstanding that otherwise it demonstrates superiority herein as a television broadcast licensee in the Miami area. It is pertinent to observe that the record does not reveal the presence of unlawful practices or any evils in the Cox-Knight newspaper and broadcast operations; and that, with reference to the Miami area, they receive competition from several sources in the matter of disseminating news, information and ideas.

Indeed, the finding is appropriate that, in connection with these (Cox-Knight) operations, there has been rendered a creditable public service at national and local levels. In the circumstances here present, to disqualify Biscayne on this ground or find it less qualified as a television applicant than its adversaries, would be to inflict penalty without warrant and deprive Miami of a television service from the applicant herein found best equipped to deliver it.

The Commission's view is that radio and newspaper ownership by an applicant for television facilities is not a factor fatal to it, but is one to be weighed with other matters in comparative proceedings. Biscayne's clear superiority otherwise having been demonstrated, the finding is compelling that, in the circumstances here present, this factor may not be resolved adversely to it.

In view of the foregoing determinations, and subject to the condition stated in the order below, public interest, convenience and necessity will be served by a grant of Biscayne's application and by the consequent denial of the three remaining applications.

IN DETROIT

You Sell More on

CHANNEL 4

WWJ-TV

NBC Television Network

DETROIT

Associate AM-FM Station WWJ

Owned and Operated by THE DETROIT NEWS

National Representative

THE GEORGE P. HOLLINGBERY CO.

WEBSTER ASKS EFFICIENT FREQUENCY USE

The formula for more economical use of frequencies would be self-regulation and better equipment design, FCC commissioner tells military.

MORE efficient frequency use—to be accomplished by self-regulation and better equipment design, including receivers—was urged last week by FCC Comr. E. M. Webster as a means to slow down the rapid shrinkage of the radio spectrum frontier.

His talk followed reports that top-level government efforts to avert a possible national telecommunications crisis, caused by spectrum crowding and counter-demands of military and private users, might result in basic allocation changes which could affect even the newly-reallocated vhf and uhf tv bands, particularly vhf chs. 2-6 [B•T, Jan. 17]. (Also see EDITORIAL, page 102.)

Speaking before the Armed Forces Communications Assn. in New York on Wednesday, Comr. Webster predicted "a chaotic radio utilization situation in this country in a relatively short time" without "adequate" governmental- and self-regulation.

Citing the tremendous growth of frequency usage during the past few years, particularly in the development of new and expanded non-broadcast services such as industrial radio, Comr. Webster envisaged extreme congestion and interference "if steps are not taken at this time to ward off this eventuality."

As to the responsibility of receiver manufacturers to improve equipment design, Comr. Webster quoted from B•T's Jan. 3 editorial on the advisability of improving tv sets.

He quoted that part of the editorial which urged the receiver industry, through the Radio-Electronics-Television Mfrs. Assn., to "move voluntarily toward acceptable standards for all types of receivers. For the recalcitrant and non-members, the good offices of the Federal Trade Commission for a trade practice conference could well be invoked."

Comr. Webster is vice chairman of the Telecommunications Planning Committee headed by Harold M. Botkin, assistant director of the Office of Defense Mobilization. Under the National Security Act, ODM Director Arthur S. Flemming is coordinator of telecommunications within the executive branch of the government.

Because the U. S. may be approaching a telecommunications crisis as a result of the frequency usage upsurge and the basic conflicts between governmental (chiefly military) and private spectrum users, there are indications a cabinet-level committee may soon recommend certain national policy reforms as a means to better apportion the scarce frequencies and get the most out of the spectrum.

The cabinet committee, under the chairmanship of ODM Director Flemming and including the Secretaries of State and Defense, may urge further expert study of the basic allocation conflicts. Such expert study was done earlier by the temporary Communications Policy Board appointed in 1950 by President Truman and headed by Dr. Irvin S. Stewart, onetime FCC Commissioner and now president of the U. of West Virginia.

The Stewart group made its formal report in early 1951. It called for a permanent telecommunications advisory group within the Executive Office to recommend broad national policy to be implemented through the Interdepartmental Radio Advisory Committee (which allocates frequencies for government use) and a strengthened FCC.

The President, through IRAC, can assign any frequency in the spectrum for government use. FCC can assign what is left over to non-government users. The Stewart group noted the fundamental weaknesses of such dual authority and sought means to overcome them in its recommendations. As a last resort, the Stewart group felt a "super FCC" might be evolved over IRAC and FCC to settle broad allocation policy.

Giving specific radio growth figures to illustrate the problems involved, Comr. Webster said that "while the Commission cannot and will not shirk its regulatory duties, it is obvious to any farsighted person that, in the furtherance of their own interests, users must step into the breach and cooperate among themselves and with the government in order to maintain a proper household. In other words, industry must help to shoulder the burden, and, through the process of self-regulation, achieve efficient and orderly communications."

Citing how manufacturers can correct "numerous shortcomings in current equipment," Comr. Webster explained, receivers "can be designed to provide improved selectivity, fewer spurious responses and less radiation. At the same time, transmitters can be made to operate well within the current frequency tolerances so as to permit a further tightening of tolerances without causing equipment obsolescence; spurious and harmonic emissions can be reduced to the lowest practicable level; equipment for the land mobile services can be made capable of narrow band operation [proposed by FCC a fortnight ago, B•T, Jan. 17]; the range of modulating frequencies in radiotelephone equipment can be limited to those necessary for intelligible communications; and means can be provided for the prevention of over-modulation with its consequent interference."

Comr. Webster urged formation of user groups along functional lines to educate the users in the proper utilization of equipment and to familiarize them with the provisions of the Communications Act and FCC's regulations.

McDONALD SCORNS FELLOWS LETTER

NARTB's letter to FCC, asking for full rule-making proceeding on subscription tv, is seen as opposing Zenith's stand that the Commission should authorize pay tv immediately.

THE WRATH of Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., was visited on NARTB's President Harold Fellows last week in an offshoot of the subscription tv controversy.

The object of Comdr. McDonald's ire was the NARTB letter to the FCC earlier this month asking that the subject of subscription tv be explored in full rule-making proceeding [B•T, Jan. 10]. This was taken to mean that NARTB opposed the Zenith substitute petition which urged the Commission to authorize pay tv immediately, or with a minimal hearing [B•T, Dec. 6, 1954]. The carefully written NARTB letter emphasized that the broadcasters' association was taking no stand on the merits of subscription tv.

Comdr. McDonald, a founder and first president of NARTB, released the contents of his letter last week. He charged Mr. Fellows with "allying" NARTB with theatre owners who have fought tv from the beginning. He accused Mr. Fellows of acting without the knowledge of NARTB membership.

Similar complaints were lodged with NARTB by Frank Schreiber, WGN-AM-TV Chicago, and two radio station managers, it was understood.

"The opposition by the theatre owners [B•T, Jan. 10] is the direct result of their fear that subscription television will take money out of their pockets by giving the broadcasters a box office to compete with the theatre for audience on first run movies and other great events not now available on television in any form," Mr. McDonald said. "If the theatre owners have any valid basis for this fear, then the broadcast industry has everything to gain that the exhibitors would lose. . . ."

Mr. McDonald declared that Mr. Fellows was "speaking the language of a relatively small number of your members." These are, Mr. McDonald said, the heavy dues payers, "the fortunate ones who enjoy valuable monopolies and near-monopolies in their particular territories of profitable channels and top programming." Their opposition to subscription tv, Mr. McDonald said, is the same as that of theatre owners: "they see it as a means for other tv stations to compete with them successfully."

Mr. McDonald asked Mr. Fellows to inform the FCC that the letter expressed personal views and those of a limited number of members.

Rep. McCormack Reintroduces Uhf Set Tax Credit Proposal

A HOUSE Democrat has reintroduced a proposal—which failed passage in the Senate last year—authorizing a $7 tax credit on uhf-equipped tv sets.

The bill (HR 1814), offered by Rep. John W. McCormack (D-Mass.), also would exempt from excise taxes some parts used in manufacturing "non-taxable articles" (electronic) for the military, municipalities, etc., and for "non-entertainment type" radio and tv parts other than tubes and cabinets.

Last year's HR 6440, which incorporated the provisions for a uhf set tax credit of $7 and the tax exemptions, died on the Senate calendar in the closing days of the second session of the 83d Congress [B•T, Aug. 23, 1954].

The proposed $7 tax credit for uhf sets was what remained of an original proposal by then Sen. Ed C. Johnson (D-Colo.) to exempt uhf tv sets from excise taxes as a means of encouraging the manufacture of more uhf-equipped sets, thus, helping uhf broadcasters by putting more and cheaper uhf sets on the market for increased circulation.

The Senate Finance Committee substituted the $7 tax credit proposal after listening to Sen. Johnson's proposal [B•T, Aug. 2, 1954]. Sen. Johnson was a member of both the Commerce and Finance committees.

The Finance Committee reportedly arrived at the $7 figure last year after being told by Sarkes Tarzian, tv tuner manufacturer, that he could install a full-range uhf tuner for that price for conversion of vhf-only sets.

House Commerce Committee Names Republican Members

REPUBLICAN members of the House Commerce Committee were named last week. Democratic members of the committee, of which Rep. J. Percy Priest (D-Tenn.) is chairman, were named the previous week.

The GOP members, all holdovers from the committee during the 83d Congress, are: former Chairman (83d Congress) Charles A. Wolverton (N. J.), Carl Hinshaw (Calif.), Joseph P. O'Hara (Minn.), Robert Hale (Me.), James I. Dolliver (Iowa), John W. Heselton (Mass.), John B. Bennett (Mich.), Richard W. Hoffman (Ill.), John V. Beamer (Ind.), William L. Springer (Ill.), Alvin R. Bush (Pa.), Paul F. Schenk (Ohio), Joseph L. Carrigg (Pa.) and Steven B. Derounian (N. Y.).

Walla Walla Satellite Filed for by KIMA-TV

SECOND application for a new tv satellite station at Walla Walla, Wash., was filed with the FCC last week.

The first bid, for satellite operation on ch. 5 there, was filed a fortnight ago by KHQ-AM-TV Spokane. [For details of this application see FOR THE RECORD, page 86.]

The second application filed last week was for satellite operation on ch. 8. Applicant is Walla Walla Tv Co., a subsidiary of Cascade Broadcasting Co., owner and operator of KIMA-AM-TV Yakima and satellite ch. 19 KEPR-TV Pasco, and 40% stockholder of KWIE Kennewick, all in Washington. KEPR-TV was the first uhf satellite station to be granted by the FCC.

The proposed ch. 8 satellite will rebroadcast ch. 29 KIMA-TV's four-network schedule, the application disclosed. Estimated construction cost was listed as $42,405, with first year operating cost set at $25,000. It is proposed to operate the ch. 8 satellite with an effective radiated power of 3.04 kw visual with antenna height of 6 ft. above average terrain.

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FCC GRANTS CPS TO 5 AMS, 2 FMS

FIVE NEW standard and two new fm stations were granted construction permits by the FCC last week.

• Tuscumbia, Ala.—a new standard daytime station on 1590 kc with 5 kw was granted to Jesse Henry Hammond, doing business as Power Center Broadcasting Co. Mr. Hammond is a local auto dealer.

• Atlanta, Ga.—a new am station on 1600 kc with 1 kw, operating daytime only, was granted to Glenkaren Associates Inc., owned by Locke E. Glenn, sound engineer.

• Oceanlake, Ore.—Lincoln Electronics Inc. was granted a new fulltime am station on 1400 kc with 250 w. Lincoln Electronics is an equal partnership composed of Robert G. Beattie, chief engineer at KPDQ Portland, Ore.; Willard L. Guthrie, KPDQ program director, and Pat (Sheldon) Mason, skating rink and ballroom owner.

• Post, Tex.—new daytime standard station on 1370 kc with 500 w was granted to Wallace Simpson, former owner of KCLV Clovis, N. M.

• Pocomoke City, Md.—new am station on 540 kc with 500 w, operating daytime only, was granted to Eastern Shore Broadcasting Co. The grant is conditioned upon acceptance of interference from proposed operation of a new am station at Islip or Syosset, both in New York, whichever of these two competitive applications is eventually granted.

The applications of Great South Bay Broadcasting Co., Islip, and George V. Spohrer, Syosset, both requesting a new am daytime station on 540 kc with 250 w, were designated for consolidated hearing.

• Coudersport, Pa.—FCC granted WFRM a companion class A fm station on ch. 244 (96.7 mc) with an effective radiated power of 110 w and antenna height above average terrain of 690 ft. The grant is subject to engineering conditions.

• Battle Creek, Mich.—a new class B fm station on ch. 289 (105.7 mc) was granted to Charles R. Palmquist Jr. The station is to operate with power of 4.5 kw and an antenna 240 ft. above average terrain.

Also, WMCR (FM) Kalamazoo, Mich., was granted authority to change from a noncommercial educational station on ch. 216 (91.1 mc) to a class B fm station on ch. 271 (102.1 mc). The station will operate with effective radiated power of 35 kw and its antenna 160 ft. above average terrain.

At Sterling, Colo., KGEK was granted permission to change from daytime to fulltime operation on 1230 kc with 250 w.

Meanwhile, the FCC designated for consolidated hearing the bids of Valley Broadcasting Co., Cherokee Broadcasting Co., both at Murphy, N. C., and Greenwood Broadcasting Co., at Chattanooga, Tenn., all seeking a new standard station in their respective cities on 600 kc with 1 kw daytime only. WROL Knoxville, Tenn., was made a party to the proceeding.

Also designated for hearing was the bid of KNBY Newport, Ark., to change from 1280 kc to 730 kc, operating with 1 kw daytime. KTRY Bastrop, La., and KWRE Warrenton, Mo., were made parties to the proceeding.

KFBK Protests Site

KFBK Sacramento, Calif., has protested to FCC the proposed transmitter site move of ch. 10 KBET-TV there and asked for hearing. Loser in ch. 10 fight, KFBK charged the site move will result in less coverage rather than more.

FCC Budget for '56

THE President's proposed budget for FCC in fiscal 1956 is $6.7 million, according to the estimated governmental budget submitted to Congress by the White House last week. Congress appropriated $6,544,000 to the Commission in fiscal 1955, which runs through June 30 of this year. Fiscal '56 begins July 1. The budget showed that in addition to the requested appropriation, FCC would receive $4,500 in reimbursements from non-Federal sources plus $183,835 in reimbursements from other Federal agencies, the latter chiefly for field engineering work. The funds would total $6,888,335 for next year, less than the total 1955 funds of $7,075,775 which includes $150,000 reappropriated from a 1954 surplus (special tv processing money).

Hinshaw's Proposal Favors Tv Tower Limit

A PROPOSAL that television towers be limited to 1,000 ft. was introduced last week in the House by Rep. Carl Hinshaw (R-Calif.). Rep. Hinshaw's joint resolution (H J Res 138) had been anticipated for several days [B•T, Jan. 17]. Rep. Oren Harris (D-Ark.) also introduced a resolution (H J Res 139) to limit the height of tv towers.

In remarks accompanying introduction of his proposal, Rep. Hinshaw referred to "the competition between the television industry and the aviation industry for use of this nation's airspace." The California congressman, second ranking Republican on the House Commerce Committee during the 83d Congress, said the "fullest growth and development of both television and aviation are vital to our national defense and national economy," but that "each should grow and develop without penalizing the other."

His proposal, Rep. Hinshaw said, would direct the FCC to permit construction of 1,000-ft.-plus towers only after considering recommendations of government agencies concerned and of interested parties and making a special finding that such towers are not hazards to air navigation.

In his remarks, Rep. Hinshaw said that to date no suitable means of marking or lighting the tall towers has been devised that would afford warning to aircraft in close proximity to these towers.

Both industries have been able to compromise their difficulties in the past only because most of the towers are less than 1,000 ft. and are located in urban areas, he said. Now towers of 1,500 to 2,000 ft. are proposed away from urban areas, where the training of airmen, crop dusting and agricultural and private flying takes place, he said.

WJMR-TV Seeks 1,000 Kw

WJMR-TV New Orleans filed an application with the FCC last week to switch from ch. 61 to ch. 20 and to boost its effective radiated power to 1 megawatt. WJMR-TV, on the air since Nov. 1, 1953, requested the move to ch. 20 plus the increase in power because "of the relatively poor performance of present day receivers at the higher frequencies." Ch. 20 at New Orleans became available when WTLO (TV) was deleted last September.

POLITICAL CAMPAIGN INCREASES PROPOSED

Rep. Boggs introduces bill that would allow candidates for the Senate to spend up to $50,000, instead of $10,000. It also would allow total contributions by a person to be increased to $50,000.

THE HIGH COST of political campaigning by television is implicit in a bill which has been introduced by Rep. Hale Boggs (D-La.).

Rep. Boggs' bill (HR 1767) would make general increases in the amount a candidate may spend in his campaigning and in the amounts political committees may spend.

Candidates for senator, formerly limited to expenditures of $10,000, could spend up to $50,000 under certain conditions. Candidates for the House would be limited to the present $5,000 maximum expenditures, but could come nearer this maximum than formerly since they would be allowed to spend at the rate of 10 cents for each person who voted in the preceding general election. This amount currently is three cents.

Whereas, a person now can make total contributions only up to $5,000 to various campaigns during an election, Rep. Boggs' law would increase the maximum to $50,000; but not more than $5,000 could be contributed to the nomination or election of a person for President or vice president; $2,500 for senator; $1,500 for representative. These figures would not apply to contributions or expenditures made by a candidate or political committee from funds contributed by others.

Under Rep. Boggs' bill, a political committee operating in one state (other than a duly organized state or local committee of a political party), if it is a branch or subsidiary of a national committee or organization, could receive and spend a maximum of $1 million. A political committee operating in two or more states could spend up to $10 million. In the latter case the amount currently is $3 million.

BILL ASKS UNIFORM FEDERAL PRACTICE

RULES of practice before the various federal agencies would be made more uniform in a proposal introduced last week by Sen. James O. Eastland (D-Miss.).

Sen. Eastland's bill (S 489) is identical to one passed by the Senate last year, but which died in the House.

The proposal calls for a nine-man commission to formulate general rules of practice and procedure for administrative agencies. The rules would be submitted by the Attorney General to Congress for review.

The commission would include the chairman and ranking minority members of the Senate and House Judiciary committees, respectively; one of the assistant attorneys general; the head of an independent agency designated by the President; a dean of a law school, and a practicing lawyer versed in federal administrative law and representative of the legal profession.

The rules would not abridge, enlarge or modify "substantive powers or limitations respecting any agency nor may they provide or withdraw authority to hold hearings or to issue compulsory process." They would not deal with qualifications or requirements of persons practicing before federal agencies.

The bill specifies $25,000 to pay for the commission's work. The unit would collaborate with advisory groups representing government agencies and private or professional interests.

'Halter' on News Coverage Gains in Georgia Legislature

A BILL described by its author as a "teeny weeny halter" on news coverage by Georgia radio and tv stations and newspapers was passed 16-8 last week by a committee of the Georgia House.

The bill, introduced by Rep. Denmark Groover, would restrict use of names of persons charged with sex crimes or drunken driving until they had been indicted by a grand jury, had been bound over to a superior or city court after a commitment hearing or had been convicted. The bill provides that names may be used when an officer certifies that a person is a fugitive on one of the charges or an accused person gives written permission to use his name.

Opposition to the bill has come, and may continue to arise when the bill reaches the House floor, from the Georgia Press Assn., Sigma Delta Chi professional journalism fraternity and from individual publishers and editors.

Dismissal Plea Denial Sends Insurance Cases to Full FTC

A FEDERAL Trade Commission hearing examiner last week denied the requests of two health and accident insurance firms to dismiss the charges of false and misleading advertising brought against them. The firms claimed last month they have voluntarily abandoned the alleged practices and therefore the complaints lack public interest.

Examiner J. Earl Cox said that a request to dismiss for lack of public interest cannot be considered by a hearing examiner until the commission has presented its case at a full hearing.

The firms—Southern National Insurance Co., Little Rock, Ark., and Reserve Life Insurance Co. of Dallas, Tex.—are among 17 health and accident insurance companies the FTC brought charges against last October [B•T, Oct. 25, 1954]. Similar charges were brought against six more such firms in late December [B•T, Jan. 10].

Southern National and Reserve Life both asserted that since the complaints were made known their business had suffered because of public misunderstanding of the charges.

Last week, Illinois Commercial Men's Assn., Chicago, one of the 17 listed in the original complaint, denied its advertising was false and misleading and said it is licensed in the state of Illinois and therefore its business activities are not under FTC jurisdiction, the commission has announced. Illinois Commercial declared that its advertising material does not misrepresent what is in its policies.

FTC Questions Pine-Sol Ads

THE FEDERAL Trade Commission has issued a complaint against Milner Products Co. charging it with misrepresenting its Pine-Sol disinfectant in radio, television and printed commercial announcements. Advertisements that assert "Pine-Sol gives you the best result per ounce" and that it is "not a soap or detergent" are alleged by the commission to be unfair and deceptive.

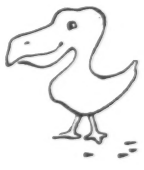
Whose Beak Holds More Than His Belly Can . . .

That's an old Sajun saying round South Louisiana . . . *interpret it any way you wish!* However, we want to reassure you that there's more *people* than *pelicans* in the South Louisiana area that WAFB-TV covers—some 600,000 people.

WAFB-TV has 200,000 watts to beam out your sales message not only to the 9 parishes in the Baton Rouge trade area with an annual buying income of $450,000,000—but also to many outlying South Louisiana cities, including Opelousas, New Iberia and Lafayette.

PROGRAMS?

Top rated shows from ABC, CBS and DuMont along with our own impressive local shows keep folks in this rich market area watching from sign-on to sign-off!



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200,000 watts. Enough to prompt one of our viewers 150 miles away to write us, and we quote: ". . . reception couldn't be clearer if we were sitting right on top of WAFB-TV!"

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BATON ROUGE, LA.

Tom E. Gibbens, Vice President & Gen. Mgr.

KFPW PROTESTS KNAC-TV SALE

SALE of ch. 5 KNAC-TV Fort Smith, Ark., to Southwestern Publishing Co. [B•T, Dec. 27, 1954] ran into a snag last week when KFPW there asked the FCC to set the application for hearing.

KFPW said the sale, from American Television Co. (H. S. Nakdimen) to the newspaper company (Donald Reynolds), violated the prohibition against "trafficking" in licenses. It also said the sale should not be approved because of "overconcentration" in media of communication which would result. Mr. Reynolds owns the *Fort Smith Times-Record* and *Southwest American* and newspapers in Bartlesville and Okmulgee, Okla., and in Las Vegas, Nev. He also owns KFSA-AM-FM-TV Fort Smith, KZTV (TV) Reno, KLRJ-TV Henderson (Las Vegas) and KHBG Okmulgee and KBRS Springdale, Ark. KFSA-TV began operating on ch. 22 in July 1953 and is affiliated with all four tv networks.

The vhf ch. 5 assignment was granted to American Television Co. in July 1954 after competing applicant George T. Heinreich agreed to withdraw following a merger agreement. Owner of KNAC-TV also owns KWHN Fort Smith. KNAC-TV's construction permit expires next month and it had not begun construction, KFPW said.

Sales agreement erred, KFPW said, in setting a $50,000 price for the purchase of the ch. 5 permit. The agreement also includes payment of $35,000 each to Mr. Nakdimen and Mr. Heinreich over a period of seven years, KFPW said. This makes the purchase price $120,000, it claimed.

KFPW said that if the FCC did not approve the KNAC-TV sale and the ch. 5 facility became available, it would apply for the channel. It said it would attempt to "network" the station from its sister station KTVX (TV) Muskogee, Okla. Same interest, John T. Griffin, also owns KATV (TV) Pine Bluff, Ark.; 50% of KWTV (TV) Oklahoma City, and KTUL Tulsa and KOMA Oklahoma City.

The petition said that the present owners of CBS-affilliated KFPW had increased the gross income of the station from $101,648.47 in 1950 to $130,062.21. It also said it built a combined studio and transmitter building (with tv in mind) in 1951 for more than $44,000.

Miami Stations Protest Storer's Ch. 23 WGBS-TV

CHARGE that Storer Broadcasting Co. bought WMIE-TV Miami and WFTL-TV Fort Lauderdale in order to secure the Miami NBC-TV affiliation for what is now ch. 23 WGBS-TV was made last week by WINZ-WMFL (TV) Miami.

In a protest and a petition for reconsideration, WINZ-WMFL asked the FCC to withdraw its approval of the $35,000 Storer purchase of the WMIE-TV permit and the succeeding authorizations which permitted Storer to begin broadcasting from the facilities of WFTL-TV Fort Lauderdale [B•T, Dec. 27, 20, 1954]. Storer bought WFTL-TV's assets for $300,000.

The protest and petition said affiliation of ch. 33 WMFL with NBC had been discussed with network officials but the network had said no Miami affiliation contract would be considered until after pending hearings for Miami vhf facilities had been decided by the FCC. Miami chs. 7 and 10 are still in hearing status, with former NBC President Niles Trammell associated with one of the ch. 7 applicants.

WINZ-WMFL also claimed that Storer planned to promote the conversion of Miami tv sets to uhf by offering a ch. 23-only tuner at nominal cost. They claimed that with Storer's ownership of Empire Coil Co., New Rochelle, N. Y., such tuners could be produced and sold at a low cost. Storer bought Empire Coil Co. and its tv stations (WXEL [TV] Cleveland and KPTV [TV] Portland, Ore.) last year.

The Miami protestant also charged that the Storer entry into Miami tv violated FCC policy on concentration and diversification. It asked for a hearing on the transfer and subsequent authorizations, with a stay order to be issued by the Commission to maintain the status quo.

GUESTS aboard the 100-ft. yacht Siesta at Miami, owned by radio-tv station broker Linton Wells, are ex-Gov. E. D. Rivers of Georgia (l), owner of WMIE Miami and other southern stations; Mrs. Charles V. McAdam, wife of the president of the McNaught Syndicate, and George B. Storer, president of Storer Broadcasting Co. Mr. Wells, associated with R. C. Crisler, negotiated Storer's purchase of WMIE-TV Miami and WFTL-TV Ft. Lauderdale, uhf properties, now merged into Storer's ch. 23 WGBS-TV Miami [B•T, Nov. 22].

KGMB-TV Honolulu Gets FCC Grant for 2 Satellites

TWO NEW VHF satellite tv stations at Wailuku, Maui County, and Hilo, both Hawaii, were granted to ch. 9 KGMB-TV Honolulu by the FCC last week.

The ch. 3 satellite at Wailuku and the ch. 9 satellite at Hilo will duplicate the programs of KGMB-TV, CBS outlet. No main studios are proposed and all programs of local interest will originate from Honolulu.

KGMB-TV proposes to transmit its signal to the ch. 3 satellite at Wailuku, located on the slope of the Haleakala crater at an elevation of 10,000 ft., which in turn will rebroadcast the signal to a point 20 miles outside of Hilo. From this point the signal would be microwaved to the ch. 9 satellite at Hilo. The ch. 9 satellite will utilize the transmitter site of KHBC there, with the KHBC staff operating both the radio and tv transmitter. Hawaiian Broadcasting System Ltd., operator of KGMB-TV, also owns KHBC.

The satellite at Wailuku will cost an estimated $24,430 and was granted an effective radiated power of 1.48 kw visual, with an-

tenna height above average terrain of 5,960 ft.

The Hilo satellite will cost approximately $22,500 and was authorized an effective radiated power of 2.09 kw visual, with antenna height above average terrain of minus 300 ft.

Comr. Hennock dissented from the Commission's action on the grounds that the grants "derogate substantially from the important principle of diversification of mass media," and because the two satellites will not have main studios for local programming.

Examiner Denies KTOE's Bid to Increase Power

INITIAL DECISION proposing to deny the bid of KTOE Mankato, Minn., to increase nighttime power from 1 kw to 5 kw was issued last week by FCC Hearing Examiner Charles J. Frederick.

KTOE presently operates unlimited time on 1420 kc with 5 kw daytime and 1 kw nighttime, utilizing a directional antenna during night hours.

The examiner concluded that although KTOE's proposed operation will not result in objectionable interference to any existing stations, the grant must be denied under Sec. 3.28 (c) because interference from other stations will affect more than 10% of the population within KTOE's normally protected contour and that no areas or population will be provided with their first primary service.

KMBY Transfer to Be Filed

APPLICATION for transfer of KMBY Monterey, Calif., from Salinas Valley Broadcasting Corp., Salinas, Calif., to Frederick A. Gwynn, NBC Los Angeles engineer, will be filed at the FCC this week. The $70,000 transaction was handled by Blackburn-Hamilton, station brokers.

John Cohan is president of Salinas Valley, operating KSBW-AM-TV Salinas. The firm recently applied to the FCC for approval of its purchase of KMBY-AM-TV Monterey, Calif., for $230,000 plus $117,000 in liabilities [B•T, Jan. 3]. This pending transfer led to sale of KMBY's am facility under the FCC's duopoly rule. KMBY-TV and KSBW-TV share ch. 8 in the Salinas-Monterey area.

FCC Denies WKXY Petition

FCC last week denied the petition of WKXY Sarasota, Fla., requesting reinstatement and immediate grant of its bid to change from daytime operation on 1540 kc with 1 kw to unlimited operation on 930 kc with 1 kw daytime and 500 w night, utilizing directional antenna. The Commission had dismissed WKXY's bid last October because of non-compliance with the "10% rule."

Lamb Argument Today

ORAL argument before FCC Examiner Herbert Sharfman will be held today (Monday) on petition by Edward Lamb's WICU (TV) Erie, Pa., for severance of issues and immediate decision on that portion relating to Mr. Lamb's qualifications in the WICU renewal hearing. WICU contended the FCC Broadcast Bureau's case is bankrupt of evidence to support its earlier charges that Mr. Lamb had communist ties [B•T, Jan. 17]. Hearing is to resume Feb. 9 with further cross examination of FCC witnesses.

In the Hopper

SEN. PRESCOTT BUSH (R-Conn.) has introduced a set of rules for Senate committee hearings which include a provision that a witness at a hearing may prohibit being filmed, televised or photographed on grounds of distraction, harassment or physical handicap (also see stories page 80). The proposal (S Res 22) was submitted by Sen. Bush on behalf of himself and Sen. Thomas H. Kuchel (R-Calif.).

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AMENDMENT of the Constitution to prohibit the government from engaging in any business, professional, commercial, financial or industrial enterprise except as specified in that document is proposed in a joint resolution (H J Res 123) offered by Rep. Ralph W. Gwinn (R-N.Y.). The proposed amendment would provide that any such activities currently being carried on be liquidated within three years.

A bill carrying similar provisions, but not in the form of a constitutional amendment, has been offered by Rep. Frank C. Osmers Jr. (R-N.J.) (see adjacent story).

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A BILL prohibiting the broadcasting of information concerning gambling enterprises, lotteries or giveaways where the prizes depend in whole or in part on chance has been introduced by Rep. Kenneth B. Keating (R-N.Y.). The bill (HR 320) prohibits stations from "knowingly permitting" such broadcasts and specifies a fine of $1,000 or a year's imprisonment or both for violations, with each day's broadcast constituting a separate offense.

NEWS correspondents, including those in radio and tv, would not be required to divulge sources of information obtained in their official capacities from any court or from the two houses of Congress unless such disclosure is deemed necessary to national security, under the provisions of a bill (HR 689) introduced by Rep. Frank C. Osmers Jr. (R-N.J.).

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A MAXIMUM of three years would be established as the statute of limitations for instituting civil action concerning copyrights under the provisions of a bill (HR 781) introduced by Rep. Kenneth B. Keating (R-N.Y.).

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A BILL (HR 687) to empower the President to terminate business-type operations being carried on by the government in competition with private enterprise has been introduced in the House by Rep. Frank C. Osmers Jr. (R-N. J.).

A similar bill, introduced in the 83d Congress by Rep. Clare E. Hoffman (R-Mich.), passed the House but failed to clear the Senate on a calendar call.

During hearings on last year's bill by the House Government Operations Committee [B•T, Aug. 2, 1954], an Army Signal Corps radio system in Alaska and military taping and filming studios were mentioned in connection with the bill.

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A BILL which has been introduced in the House would make it unlawful for persons employed by a government agency to be given or to accept employment by firms subject to regulation by that government agency.

The bill (HR 797), introduced by Rep.

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Kenneth Keating (R-N. Y.), exempts from its provisions persons who have left their government agency jobs more than two years, those whose work with the agency had no connection with regulation of the employing firm by the government agency and persons who are returning to a firm where they formerly worked before being employed by the agency.

Violations are punishable by a $5,000 fine and a maximum of two years imprisonment.

•

FOREIGN agents would be required to identify themselves and their foreign principals when making radio or tv broadcasts or in written articles under the provisions of a bill introduced last week by Sen. Everett M. Dirksen (R-Ill.), who introduced an identical bill last year [B•T, Aug. 9, 1954].

Sen. Dirksen's bill (S 123), which was passed over by the Senate in the 83d Congress, would require foreign agents to identify themselves in a prefacing statement, with a maximum fine of $10,000 or imprisonment for violation.

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TAX-EXEMPT foundations would have to justify their status before the House Ways & Means Committee under legislation introduced last week by Reps. Wayne L. Hays (D-Ohio) and Richard M. Simpson (R-Pa.). Both said they opposed creation of a special committee to probe foundations. Both were members of such a committee set up in the 82d and 83d Congresses.

Rep. Hays has carried on a running battle with Facts Forum, founded by multimillionaire H. L. Hunt, for several months on Facts Forum's tax-free status. Facts Forum underwrites several radio and tv news forum shows.

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HOUSE committee proceedings would be thrown open to radio and television at the committee's discretion under the provisions of a bill introduced last week by Rep. George Meader (R-Mich.). He said the public is entitled to know what goes on in Congress (also see stories, this page and page 79).

•

A DISTRICT of Columbia civic auditorium which would include a mass communications center is proposed in two identical bills submitted in the House last week. The bills (HR 21 and HR 630) were introduced by Reps. Frank S. Thompson Jr. (D-N. J.) and Emanuel Celler (D-N. Y.), respectively.

The bills ask for a "District of Columbia Auditorium Commission" to plan for the design, location, financing and construction of the auditorium. Three members would be appointed by the President, three each from the Senate and House District of Columbia committees and one each from four veterans organizations.

An advisory board would include members from various organizations, including AAAA, National Committee for an Adequate Overseas U. S. Information Program, ASCAP, BMI, SESAC, NARTB, Film Council of America and National Citizens Committee for Educational Television.

Lawyers Say License Appeals Should Stay in D. C. Courts

WASHINGTON radio lawyers are generally agreed that appeals from FCC decisions on licensing cases should be concentrated in the District of Columbia Circuit Court of Appeals. At least, that was the overwhelming sentiment expressed at a Federal Communication Bar Assn. luncheon meeting following a debate on the subject of permitting appeals to be filed in any of the 11 circuits.

Affirmative position was taken by Donald C. Beelar of Kirkland, Fleming, Green, Martin & Ellis. Upholding the negative side was Henry G. Fischer of Fischer, Willis & Panzer.

Sec. 402(a) of the Communications Act provides that any proceeding to enjoin, set aside, annul or suspend any order of the FCC may be brought in any court, except those listed in Sec. 402(b).

Sec. 402(b) provides that appeals from the following may be taken only to the U. S. Court of Appeals for the District of Columbia: by applicants denied construction permits, licenses, renewals, modifications, transfers, assignments; by permittees whose licenses have been revoked or modified, or upon whom cease and desist orders have been served, and by radio operators whose licenses have been suspended.

It was brought out that since 1927 when the old Federal Radio Commission was established, 130 appeals against FCC license decisions have been filed. Most of these "wash out", it was explained, so that the number of court opinions is far less. In fact, the Washington Court of Appeals rendered only eight opinions in 1954. It also was pointed out that of 28 petitions to the Supreme Court since 1927 for writs of certiorari, only 17 had been granted, and only one of these was for a private party (as against 16 brought by the FRC or its successor the FCC).

Wiley Calls For Action In International Tv Field

SEN. ALEXANDER WILEY (R-Wis.) has expressed hope the 84th Congress will "flash the green light for international tv" through a proposed International Telecommunications Commission.

Sen. Wiley, ranking Republican on the Senate Foreign Relations Committee, expressed his sentiments in an address Jan. 16 at the Harrisburg (Pa.) Jewish Community Center.

A bill calling for the telecommunications commission was written into law during the 83d Congress, but funds to implement it were stripped from a supplemental appropriations bill. The denuded law (PL 558) is effective only through Jan. 31.

The plan was for a nine-man commission to study the U. S. overseas information program with a view to putting international telecommunications to work in abetting U. S. foreign policy. Only two men ever were appointed to the commission—Reps. John M. Vorys (R-Ohio) and James P. Richards (D-S. C.). Two others were to have been named from the Senate and five selected by the President from communications, education and other fields.

PL 558 specified $250,000 for the commission's work.

In his talk, Sen. Wiley commended the U. S. Information Agency for its "fine job in our battle for the minds of men throughout the world—a peaceful battle using instruments of radio, press, motion pictures, and, yes, television." The use of tv throughout the world, he said, offers "dramatic possibilities."

Senate Unit Adopts Measure For Rulings on Tv Objections

THE Senate Rules & Administration Committee last week reported favorably a resolution adopting recommendations of its Rules Subcommittee on congressional hearing procedures.

The resolution (S Res 17) provides that a witness at a committee hearing may object to facing tv, newsreel and other cameras and lights on grounds of distraction, harassment or physical discomfort, with his request to be ruled on by committee members present.

The Senate Rules Subcommittee held a number of hearings during the 83d Congress on committee procedures [B•T, July 5, 1954, *et seq.*] under the chairmanship of Sen. William E. Jenner (R-Ind.). The Senate group made its report Jan. 6 [B•T, Jan. 10].

S Res 17 was placed on the Senate calendar.

Witness Can Object to Tv

THE Senate Government Operations Committee last week adopted, for its Permanent Investigations Subcommittee, a rule allowing a witness at a hearing to object to being televised or filmed on grounds of distraction, harassment or physical discomfort. Such a request would be ruled on by members of the subcommittee present at the hearing. Sen. John L. McClellan (D-Ark.) has succeeded Sen. Joseph R. McCarthy (R-Wis.) as chairman of the full committee and of its investigations unit.

Information Unit Meets Ike

MEMBERS of the National Committee for an Adequate Overseas U. S. Information Program met Tuesday morning with President Eisenhower and met later at luncheon with members of the Senate Foreign Relations Committee and other senators.

The group, of which Edward L. Bernays, New York public relations counsel, is chairman, is made up of 32 individuals in the fields of communications, public opinion and international affairs. Its announced purpose is to make Americans realize that facts and ideas are potent weapons in the cold war.

Report Copies Available

COPIES of FCC's 20th annual report, covering activities for fiscal year 1954, ended June 30, 1954, are now available from the U. S. Government Printing Office, Washington 25, D. C. The report reviews the Commission functions and organization, radio-tv development and allocations as well as national defense, common carriers, safety and special radio services, field engineering and monitoring, technical research and laboratory work [B•T, Jan. 3].

Appeals Court Schedules Arguments on Stay Orders

REQUESTS for stay orders, involving WROW-AM-TV Albany, N. Y., and WPRO-TV Providence, R. I., are scheduled to be argued Thursday in the U. S. Court of Appeals in Washington.

Also filed last week were two appeals from FCC tv grants in St. Petersburg-Tampa, Fla., and Petersburg, Va.

In the Albany case, ch. 35 WTRI (TV) Albany is protesting FCC approval of the sale of the WROW stations there to CBS newscaster Lowell Thomas and associates [B•T, Nov. 8 *et seq.*]. In the Providence case, ch. 16 WNET (TV) Providence is opposing the FCC grant of Providence ch. 12 to WPRO-TV there after a merger of opposing applicants [B•T, Jan. 17].

Pinellas Broadcasting Co. (WSTP St. Petersburg) appealed the Commission's grant of St. Petersburg-Tampa ch. 8 to Tribune Co. (WFLA-*Tampa Tribune*). It maintains it should have been chosen because of greater local ownership.

Southside Virginia Telecasting Corp. (WSSV) appealed the Commission's grant of Petersburg ch. 8 to Petersburg Tv Corp. (Tom Tinsley-WLEE Richmond) on the ground that it would be a Richmond station instead of a Petersburg outlet.

Scheduled for argument Jan. 31 on the merits is the WSPA-TV Spartanburg grant to move its transmitter to Paris Mt., near Greenville, S. C., opposed by uhf stations WGVL (TV) Greenville and WAIM-TV Anderson, S. C. On Feb. 1, 50 kw KOA Denver will argue against the FCC's refusal to accept its protest against the Commission's grant for KOAT Albuquerque, N.M., to change from 1240 kc, 250 w, to 860 kc and 1 kw day, 500 w night. On Feb. 2, WSAY Rochester will appeal against FCC's denial of its protest against the grant of share time ch. 10 Rochester, N. Y., to WHEC-TV and WVET-TV there.

Conelrad Expansion Studied

PROPOSED rule-making to extend the Conelrad Plan to Public Safety Radio Services was announced by the FCC last week. They are now participating on a voluntary basis but, as in the case of other radio service, the police, fire and other categories of stations comprising the Public Safety Radio Services would be required to conform to emergency requirements. Comments on the proposal will be received until March 1, the Commission said.

INDUSTRY GROUPS TO ADVISE NBS

ESTABLISHMENT of industry advisory committees, including those for radio and electronics, to the National Bureau of Standards was announced last week by NBS. A dozen such technical groups have been organized during the past year, it was noted.

An advisory committee appointed by the Institute of Radio Engineers, NBS said, has as its principal interest the NBS Central Radio Propagation Lab in Boulder, Colo. Chairman of the group is Dr. A. W. Straiton, of the U. of Texas Electrical Engineering Research Lab. Others on the committee include Dean F. E. Terman, Stanford U.; Prof. Henry G. Booker, Cornell U.; Harold O. Peterson, RCA; Stuart L. Bailey, Jansky & Bailey, and Dean William L. Everitt, U. of Illinois.

CRPL is the central agency of the government for research in radio propagation, NBS explained. Its program involves basic and applied research in radio physics, geophysical phenomena and extra-terrestrial radiation from the sun and stars. The laboratory investigates phenomena affecting the propagation of radio waves, develops primary standards and measurement techniques for electrical quantities at radio frequencies and prepares radio propagation predictions necessary for effective radio communication.

NBS also announced that the American Institute of Electrical Engineers has named an advisory committee under the chairmanship of Dr. Ralph Brown, Bell Telephone Labs, to consider programs in electricity and electronics. Others on this committee include Dr. C. G. Suits, GE; Dean F. E. Terman, Stanford U.; Dr. E. W. Engstrom, RCA; Robert C. Sprague, Sprague Electric Co., and Dr. J. A. Hutcheson, Westinghouse Electric Corp.

Hendrickson Criticizes Articles on Delinquency

CRITICISM of current series of articles on juvenile delinquency in *Saturday Evening Post*, authored by Herbert Beaser, chief counsel, and Richard Clendenen, executive director of Senate Juvenile Delinquency Subcommittee, was made by Robert C. Hendrickson, who as former Senator from New Jersey was chairman of subcommittee during hearings in 83d Congress on juvenile delinquency.

Mr. Hendrickson, who has been nominated as Ambassador to New Zealand, said articles should not have been published before subcommittee makes its report prior to Jan. 31. Mr. Beaser said Sen. Hendrickson gave his permission for articles to be written. Subcommittee will make special report on tv as factor in childhood delinquency.

FCC Transmitter Rules

RADIO and tv broadcast transmitters are among equipment covered in FCC's revision of rules for type approval and type acceptance of communication equipment, according to text of a final decision issued last fortnight. Changes of procedure have been under consideration for more than a year and are effective Feb. 15.

Type approval is given after tests of equipment in the Commission laboratory while type acceptance is based upon FCC study of test data submitted by the manufacturer. Type approval or acceptance of equipment before manufacture and distribution are means of minimizing interference and speeding up processing of applications for stations, the Commision explained.

Channel 34
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L. A. Civic Leaders Plan Survey for Community Tv

PLANS to establish "shortly" a permanent "Greater Los Angeles Council for Community Tv" were revealed last week, following a Jan. 17 meeting of the city's civic, religious and educational leaders.

However, tentative plans of the group call for organization, incorporation and financing of a survey to determine community tv needs of the city, rather than reactivating the former U. of Southern California educational tv station uhf KTHE (TV), whose license expires Jan. 28.

Maurice Blair, assistant superintendent, Los Angeles city schools, and acting secretary of the group's steering committee, emphasized that the Los Angeles city school system is not involved except for furnishing a meeting place.

Not much difficulty is expected in getting the survey underway, Mr. Blair stated, especially with the help of such groups as the National Citizen's Committee, whose representatives attended the meeting. With financial assistance from foundations and their sources, the council will undertake the survey and present facts to the public, he observed, adding that, in the final analysis, the community must decide if it will have a community tv station.

Among those named to the survey committee were Don Belding, Foote, Cone & Belding, Los Angeles; Mrs. Florence Thalheimer, former KTHE program director, and California chairman, National Audience Board, and Paul Sheets, U. C. L. A. Extension Div. director.

The steering committee, which called the meeting, is an outgrowth of the former advisory council of community, political and labor leaders established by the Hancock foundation to assist the management of KTHE. The uhf station, the only one in a completely vhf market, suspended operation last September [B•T, Sept. 6, 1954] after Capt. Allen Hancock withdrew his financial support.

Radio-Television

NOMINATIONS INVITED

1. Radio or Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio or television during the year; exhibits consisting of recordings, tapes or film and a typewritten summary.

2. Radio and Television Newswriting: For the most distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

3. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcast must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible; exhibits consisting of recordings (no tapes) and a typewritten summary mentioning running time of exhibit.

4. Public Service in Television Journalism. For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcast must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible; entries consisting of film and typewritten summary.

Deadline Feb. 1, 1955

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The Freshman

AN INTERESTING meeting of the old and the new is scheduled soon for Chicago's Northwest Radio & Television School. Inventor Ole K. Bakken, 91, has signed up for a correspondence and resident course at the school to study the technical side of television.

Mr. Bakken doesn't think his age will interfere with his studies. The nonagenarian says rather, "studying television is going to put at least ten years on my life."

Emerson Completes $100,000 In Educational Tv Grants

THE LAST THREE $10,000 grants from a $100,000 Emerson Radio & Phonograph Corp. fund have been presented to educational tv stations KCTS (TV) Seattle, WEDM (TV) Birmingham, Ala., and WUNC (TV) Chapel Hill, N. C., in an effort to aid the first ten operating non-commercial stations.

In making the presentations, Benjamin Abrams, Emerson president, foresaw a national educational tv station network and said that although philanthropic groups and private industry would continue to support ETV, public funds—municipal, state and federal—would still be needed to make the idea a success.

The other stations given Emerson awards are: KETC (TV) St. Louis; KQED (TV) San Francisco; KTHE (TV) Los Angeles; KUHT (TV) Houston; WCET (TV) Cincinnati; WHA (TV) Madison, Wis., and WQED (TV) Pittsburgh.

Educational Tv Bills Slated For Wash. State Legislature

BILLS scheduled for introduction in the current session of the Washington State Legislature would create an official statewide council on educational television, and would appropriate funds to finance the council.

Approval of recommendations to this effect has been voted by the Washington Citizens Committee for Educational Television. The recommendations were proposed by a fact-finding committee appointed last year by Gov. Arthur B. Langlie.

Annual meeting of the citizens' group has been set for May, 1955. At its latest meeting, the committee named John E. Hansen, of Olympia, as executive secretary. President is Mrs. Arthur Skelton, of Seattle.

WGBH-TV Enlarges Staff

WGBH-TV Cambridge, Mass., non-commercial educational tv station, has announced the promotion of Paul Rader from coordinator of tv and film to director of production. The station also reported that the following have been added to its personnel: Edward G. Sherburne, formerly consultant in tv programming and operations, KETC (TV) St. Louis, named director of programs; Boardman O'Connor, formerly WBZ-TV Boston studio manager, as staging facilities director; Norman Gross as art director, and Jerry Adler as engineer.

Northwest Radio-Tv Assn. To Meet at Minnesota U.

NINTH ANNUAL radio-tv news short course to be sponsored by U. of Minnesota school of journalism in conjunction with the annual meeting of the Northwest Radio-Television News Assn. will be held Feb. 4-5 at the university. The two-day program will be highlighted by the presentation to Eric Sevareid, CBS news analyst, of the Minnesota Achievement award. Kenneth M. Knutson, news director of KLPM Minot, N. D., is NRTNA president. The program:

Friday, February 4

8:30 Registration

9:30 "The 1955 Challenge to Radio and Tv News"
Mitchell V. Charnley, Minnesota School of Journalism

10:00 "How Well Are We Doing the Job?"
Dick Cheverton, WMT-TV Cedar Rapids, chairman; George Brooks, KSUM Fairmont, Minnesota; Harry Reasoner, KEYD-TV Minneapolis; Russ Van Dyke, KRNT Des Moines, Iowa

11:30 "Publicity Handouts—Help or Hindrance"
Gene Godt, WCCO-TV Minneapolis; Tres Goetting, Campbell-Mithun Advertising Agency, Minneapolis

12:15 Luncheon
Kenneth M. Knutson, NRTNA president, presiding
"Talking Turkey"
John Scott, foreign correspondent, LIFE magazine
A discussion of problems in the foreign news field.

2:00 "Where Are the Radio News Audiences?"
R. W. McKitrick, A. C. Nielsen Company, Chicago
New findings of the audience-measurement firm about the inter-effects of radio and television on news audiences

2:45 "How to Program in Tv on a Zero Budget"
Martin Quigley, Acting Manager, KETC-TV St. Louis

3:30 "Sportscasting—Its Sins of Omission and Commission"
Ralph D. Casey, director, Minnesota School of Journalism; Dick Nesbitt, KSTP-TV St. Paul

4:15 "Getting at the News in 1955"
Jim Bormann, WCCO Minneapolis

7:00 Annual dinner, Gold Room, Radisson Hotel
Mr. Casey presiding
NRTNA News Awards
Arthur J. Smith, KVTV (TV) Sioux City
NRTNA Scholarship Awards
Jack Shelley, WHO Des Moines
Minnesota Achievement Award to Eric Sevareid

Saturday, February 5

9:30 Tv News Workshop
Glenn Flint, WDAY-TV Fargo

10:45 "Does Tv News Talk Too Much?"
Paul Brown, KSTP-TV St. Paul
"Pictures tell their own stories"—if you let them. Is it true that there's too much narrative with much tv news film?

11:30 Annual business meeting, Northwest Radio-Tv News Association
Mr. Knutson presiding
Committee reports
New business
Election of officers

Kansas City U.-Junior League To Hold Television Workshop

TELEVISION workshop for community organizations will be held jointly Jan. 31 by the U. of Kansas City and the Junior League of Kansas City, Mo., with the cooperation of the city's tv stations. The workshop will be under the supervision of Henry H. Mamet, U. of Kansas City radio-tv director.

FCC Comr. Frieda B. Hennock will address a luncheon session on "The Meaning of Broadcasting in the Public Interest." A morning symposium will feature "Women's Programs for Television," and will be followed by a tour through the studios of KMBC-TV there. In the afternoon, representatives from the three local tv outlets—KCMO-TV, KMBC-TV and WDAF-TV—will participate in a symposium on "Public Service Programs We Can Produce." This will be followed by a session on "Producing the Television Program." Registration fee, including lunch, is $3.

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LECASTING

CBS-Hytron Announces Rectangular Color Tube

PLANS were announced last week by CBS-Hytron, Danvers, Mass., electronic-tube manufacturing division of CBS, for introducing to the tv industry "the first rectangular color picture tube developed for mass production." The tube is a 22-inch type [CLOSED CIRCUIT, Nov. 22, 1954].

"The CBS-Hytron long-range color tv picture tube program has progressed as scheduled many months ago," Charles F. Stromeyer, president, said. "We concluded manufacture of our round color tube in December as planned in order to concentrate on the 22-inch rectangular color tube."

CBS-Hytron's announcement follows by a week RCA's 43% reduction in the price of its 21-inch round color tube, which lowered the manufacturers' price to $100 from $175 [B•T, Jan. 17]. At that time, W. Walter Watts, executive vice president, RCA Electronic Products, stated that RCA had produced a 22-inch rectangular color tube, had tested it alongside the 21-inch round color tube, and had found "no advantages" in the 22-inch rectangular. He claimed the 22-inch version does not produce better color, nor does it provide a larger picture, while its cost of manufacture is higher.

Patent Licensing Accord Reached by IT&T, RCA

AGREEMENT has been reached between IT&T and RCA on a new patent licensing arrangement, it was announced last week by William H. Harrison, IT&T president.

The agreement, effective for five years beginning Jan. 1, 1955, provides that RCA will be licensed under IT&T's U. S. patents for commercial radio apparatus and tubes. Additionally, RCA will continue to have a non-exclusive license, including the right to grant licenses to other companies for home television receivers, home radio receivers and electric phonographs and tubes, under patents and applications in existence in 1947, originally owned by predecessors of IT&T's Capehart-Farnsworth Div.

The IT&T patents in television, according to Mr. Harrison, include the pioneering inventions of Philo T. Farnsworth, now technical director and a vice president of the Farnsworth Electronic Div. of IT&T.

Mr. Harrison also anounced that IT&T is licensed under RCA's U. S. patents for commercial radio apparatus and tubes and home television and radio receivers.

"KRIZ Phoenix said to feed him Dr. Ross—that's why he's so friendly."

Who'll Laugh Last?

QUESTION of who will hold the patent on patent laughter is up to the U. S. Patent Office, and probably only one of two devices will get the nod, Jess Oppenheimer, inventor of one of them, Jayo Laugher, has reported.

The other machine is Laugh Organ, invented by Charlie Douglas, CBS-TV Hollywood engineer. Mr. Oppenheimer, who also is producer-head writer of CBS-TV *I Love Lucy*, said that both have applied for patents.

Mr. Douglas' Laugh Organ contains six cylindrical sound tracks, recorded during regular programs and graduated from a titter to a guffaw, which can be amplified. By pressing a lever or combination of levers, the program engineer can set any volume of laughter. The Jayo Laugher is a tape recorder attachment that also produces a graduated scale. The main difference between the two machines, Mr. Oppenheimer stated, is the self-controlled feature of Jayco Laugher.

6 Million Tv Sets Shipped Jan.-Nov. 1954—RETMA

MORE than six million tv sets were shipped to dealers in the United States, Alaska and Hawaii for the first eleven months of 1954, RETMA reported last week. The association also reported that 774,379 sets were shipped in November, compared with 701,628 in the same month in 1953.

Total tv sets shipped for the first eleven 1954 months were 6,147,135, compared with 6,043,678 shipped in the same period in 1953. Shipments by states for the eleven months of 1954:

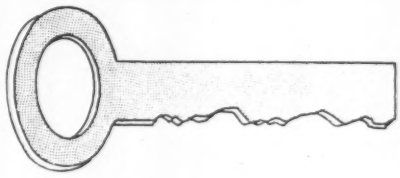
State	Total	State	Total
Alabama	89,914	New Hampshire	30,172
Arizona	29,451	New Jersey	177,926
Arkansas	78,618	New Mexico	20,769
California	440,233	New York	576,344
Colorado	49,596	North Carolina	151,659
Connecticut	84,571	North Dakota	27,715
Delaware	13,603	Ohio	307,250
District of Columbia	41,204	Oklahoma	89,281
Florida	182,450	Oregon	70,980
Georgia	135,954	Pennsylvania	402,346
Idaho	34,503	Rhode Island	21,182
Illinois	382,968	South Carolina	79,570
Indiana	188,274	South Dakota	19,794
Iowa	138,290	Tennessee	129,961
Kansas	102,123	Texas	320,847
Kentucky	78,611	Utah	22,135
Louisiana	123,170	Vermont	21,862
Maine	82,803	Virginia	104,763
Maryland	75,255	Washington	105,982
Massachusetts	171,226	West Virginia	66,341
Michigan	254,008	Wisconsin	163,978
Minnesota	121,118	Wyoming	6,630
Mississippi	49,944	U. S. TOTAL	6,134,933
Missouri	174,688	Alaska	2,798
Montana	22,936	Hawaii	9,404
Nebraska	64,353	GRAND TOTAL	6,147,135
Nevada	7,582		

Electronic Systems Div. Formed by Sylvania Inc.

FORMATION of an Electronics System Div. of Sylvania Electric Products Inc. in Buffalo, N. Y., was announced last week by Arthur L. Chapman, vice president of operations.

Mr. Chapman also announced that Henry Lehne, director of Sylvania's electronic defense lab in Mountain View, Calif., has been named general manager of the new division.

The new division, Mr. Chapman said, presently is dealing primarily with the development and production of electronics systems and equipment for the military services, but is expanding its operations into such systems and equipment for industrial and commercial applications.



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RCA Enters Tv Tower Field; Offers Seven Basic Designs

ENTRY OF RCA into the television antenna tower field was announced last week by the Engineering Products Div. of the company which said that it will make available towers for use by all types and sizes of vhf and uhf stations.

The RCA steel, lattice-type towers will be offered in seven different basic designs and will be manufactured to the height requirement of the individual broadcaster, according to A. R. Hopkins, manager, RCA Broadcast Equipment Marketing. He said the towers will be manufactured to RCA specifications by the Dresser-Ideco Co., Columbus, producers and installers of broadcast towers.

"RCA's entry into the tv tower field can be expected to simplify the equipment and installation problems of the broadcaster contemplating a new station or enlargement of existing facilities," Mr. Hopkins said. "This move provides the broadcaster with a single source for the complete 'package' of tv station equipment as well as for the overall installation responsibility."

Gates Announces CBC Order

FIVE TRANSMITTERS and remote control systems, three phasors and other accessory items have been ordered by the Canadian Broadcasting Corp. from Gates Radio Co., Quincy Ill., the manufacturing company has reported. The transmitters are now being installed to replace existing transmitters at the following CBC stations: CBN St. John's, Nfld., 10 kw; CBV Quebec, Que., 5 kw; CBI Sydney, N. S., 5 kw; CBO Ottawa, Ont., 5 kw, and CBY Cornerbrook, Nfld., 1 kw. The order was negotiated by the Canadian Marconi Co., Montreal, selling agent for Gates in Canada.

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

Trav-Ler Buys Canadian Hallicrafters Subsidiary

HALLICRAFTERS CANADA Ltd., subsidiary of Hallicrafters, Chicago, has been sold to the Trav-Ler Radio Corp., for an undisclosed amount, it was announced jointly last week by Raymond W. Durst, Hallicrafters president, and Joe Friedman, Trav-Ler president. Trav-Ler will assume control Feb. 1.

Sylvania Begins Operations From New Hatboro Tube Plant

SYLVANIA Electric Products Inc. has started manufacturing operations in the tv picture tube plant at Hatboro, Pa., which it acquired from National Union Electric Corp. Nearly all of National's personnel, numbering 450, have been retained, according to W. H. Lamb, general manager of Sylvania's tv picture tube division.

MR. ELWELL

Mr. Lamb also announced that David K. Elwell has been appointed manager of the Hatboro operation and George McCumber has been named supervisor of product engineering. Robert Hyde has been appointed Hatboro plant accountant.

MANUFACTURING PEOPLE

Thomas J. Lloyd, assistant to executive vice president, Admiral Corp., Chicago, additionally elected vice president, Admiral International Corp., succeeding **George Kende,** resigned; **Joseph F. Woodward,** export sales manager, Admiral International, appointed director of sales; **George W. Bradley,** RCA International Div., N. Y., named director of advertising.

Clayton L. Foster, manager, special devices div., Austin Co., Cleveland, engineering and construction firm which built NBC color studios in Burbank, Calif., additionally appointed vice president; **John N. Beckley,** acting eastern district manager, Austin Co., appointed vice president and eastern district manager; **John H. McVey,** southern California district manager, additionally appointed vice president.

Dr. A. Melvin Skellett, research engineer, appointed director of color tv tube planning and development, Tung-Sol Electric Inc., Newark, N. J.

DR. SKELLETT

William C. Bainbridge, Aerovox Corp., New Bedford, Mass., appointed director of automation.

Harold M. Zimmerman, purchasing agent for government operations, CBS-Columbia, Long Island City, N. Y., appointed director of purchasing.

RADIO-TV OWNERSHIP REPORTED IN CANADA

The survey shows that 96.3% of all Canada homes have radios and 21.9% have tv sets. One-third of all radio homes are in Ontario.

THERE are 3,598,000 radio homes and 820,000 tv homes in Canada out of a total of 3,734,000 homes, according to a report by the Dominion Bureau of Statistics, Ottawa, based on a survey made in September 1954. This is equivalent to 96.3% of all homes with radio sets, and 21.9% with tv sets. The report is the work of Angus McMorran, chief of special surveys division, and Doug Dale, assistant chief.

The detailed survey by provinces, shows that of the 3,598,000 radio homes in Canada, 2,602,000 had one radio, 758,000 had two, 173,000 had three and 65,000 had more than three radios. One-third of all radio homes were in the province of Ontario, with 1,267,000 radio homes out of a total of 1,311,000 homes in the province. The Ontario breakdown for more than one radio per home shows 828,000 with one radio, 318,000 with two radios, 86,000 with three radios, and 35,000 with more than three radios.

In the survey on radio-tv homes, the figures show that of the 820,000 tv homes, 798,000 had radios as well. Ontario had 478,000 tv homes with 461,000 homes having both radio and tv sets. In Quebec province with 266,000 tv homes, 262,000 also had radio sets.

A separate survey on automobile radios (rad › home figures did not include automobiles) shows that a total of 2,044,000 Canadian homes have automobiles. Of the 1,866,000 homes with one car, 689,000 cars were radio-equipped. A total of 178,000 homes reported two or more cars, and of these 115,000 had at least one car equipped with a radio receiver.

CKMO Vancouver Sold; McDonald Named Manager

CKMO Vancouver has been sold to Broadcast Operations Ltd. for an undisclosed price. Patt McDonald, formerly manager of CKNW New Westminster, and with wide experience in broadcasting in the United States, has been appointed manager and Fin Anthony, also previously at CKNW, has been named commercial manager. R. R. Keay is president of the new owning company, composed of Vancouver businessmen. In approving the sale the Canadian Broadcasting Corp. recommended that "the termination of the license be considered if in the future it becomes apparent there is influence by any other broadcasting organization."

CKMO began operation in 1922.

Hellman Heads CRSRA

GEORGE HELLMAN, sales manager of Horace N. Stovin & Co., Toronto, has been elected president for 1955 of the Canadian Radio Station Representatives Assn. He succeeds Alex Bedard, sales manager of Radio Representatives Ltd., Toronto. Paul Mulvihill was elected vice president; Laurie Potts, Omer Renaud Co., treasurer; Bob Quinn, All-Canada Radio Facilities, secretary, and Andy A. McDermott, Radio & Television Sales Inc., public relations director.

Ziv Co. Adds 6 Salesmen, Sets Drive on 'Cantor'

ADDITION of six new sales representatives to the staff of the Frederic W. Ziv Co. was announced last week by Alvin E. Unger, vice president in charge of sales, coincident with the start of the sales drive on behalf of Ziv's new five-day-a-week radio serial, *The Eddie Cantor Show*.

Release of the show has been set for Jan. 31.

The new salesmen are Jack Frohlich, San Francisco; Larry Austin, Cleveland; John Dunnigan, Charlotte; Lee Cannon, St. Louis; Russell DeMarks, Grand Rapids, and William Pennell, Phoenix.

Mr. Unger expressed confidence in the outlook for the company's transcribed radio operation, pointing out that two major regional sales had been concluded since Jan. 1. One was a renewal by the Frankenmuth Brewing Co., Frankenmuth, Mich., through Ralph Sharp Advertising, Detroit, of the five-day-a-week *Red Skelton Show* in 19 Ohio and Michigan markets. The other was a purchase by Oriental Foods, Los Angeles, through Welsh, Hollander & Coleman, Los Angeles, of a quarter-hour strip of the across-the-board *Hour of Stars* on 10 stations in the Los Angeles area.

Another substantial radio sale completed by Ziv, according to Mr. Unger, was the purchase by Wagner Baking Corp. (Mrs. Wagner's pies), Newark, through J. M. Mathes Inc., New York, of five half-hours per week of *Cisco Kid* on WIP Philadelphia.

Eastern Talent Agents Set Up Own Association

PAPERS were filed in Albany, N. Y., last week to incorporate the first formal association of East Coast talent agents as Federation of Artists Representatives Inc. (FAR), Henry C. Brown, temporary chairman, announced in New York.

Current plans are to set a dues scale rather than adopt a procedure of having members' dues scaled to gross commissions, Mr. Brown said. A meeting to elect officers and adopt a set of by-laws is planned. FAR's aim is to serve the interests of actors' "representatives" in their relationships with artists and artists' organizations while standardizing and promoting uniformity in agents' practices and customs. Its formation was an outgrowth of activity by a group of agents formed last August under Mr. Brown's chairmanship and which negotiated with the Screen Actors' Guild on regulations of dealings of franchised agents and artists whom they serve on a non-exclusive basis. This meeting resulted in a signed agreement.

KWIZ, Papers Set Up County News Service

TO GIVE the residents of Orange County, Calif. (just south of Los Angeles, with a population of 300,000 and some half-dozen cities), good local news coverage, the management of KWIZ Santa Ana and the publishers of the local newspapers, have organized the Orange County News Service, according to Hal Davis, KWIZ manager.

The station and five newspapers, with others expected to join soon, are connected by 24-hour-a-day teletype service, Mr. Davis said, the news staffs of the papers and of KWIZ each contributing the news it has collected, giving full county coverage to the OCNS member papers and to KWIZ, which broadcasts local news roundups every hour.

WQXR 'THANK YOU'

PROMOTION PIECE designed as a thank you to 145 advertising agencies which placed business on WQXR New York during 1954 has been distributed by the station. The folder lists the agencies and thanks them for giving WQXR the largest volume of business in its 18-year history. The sales volume for the past year was 7½% higher than in 1953 with 64% of the sponsorship on WQXR being national advertising. The main increased classes of advertising on the station during the year were from the automotive industry, travel and finance.

GIL HOUSTON BROCHURE

BROCHURE on *The Gil Houston Show* has been prepared by KIMN Denver, a station which is vociferously enthusiastic over its balladeer and folk music artist, Gil Houston. Mr. Houston, who joined KIMN last October, has been broadcasting his show over 44 Intermountain Network stations and two weeks ago began airing it over MBS. Termed "one of the most authentic folk artists of our time . . ." by *Fortune* magazine, Mr. Houston has an extensive background in dramatics, folk music, radio-tv, recording and composition. Mr. Houston, whose mail has increased from a trickle to a steady stream since he started his program, also was selected by the BBC as the balladeer for its series on life in the U. S.

WATV (TV) ITALIAN PROGRAMS

NEW SEVEN-DAY weekly, 11 a.m. to noon, block of live Italian programming began last week on WATV (TV) Newark, N. J., involving two variety and one half-hour programs. *Musical Moments*, sponsored by V. LaRosa & Sons (LaRosa Macaroni) is being seen Monday through Friday, 11-11:15 and Saturday, 11-11:30; *The Aldo Aldi Show*, seen daily, Monday through Friday, 11:15-12 noon and Saturday and Sunday at 11:30-12 noon, has a number of sponsors including S. A. Schonbrunn & Co. (Medaglia D'Oro Coffee) and Caruso Products Distributing Corp. (Caruso Olive Oil); the Sunday dramatic show, 11-11:30 also is being sponsored by LaRosa.

'CAREERS UNLIMITED'

PROMPTED by letters of women listeners over 40 who couldn't find employment, Marjorie King, supervisor of women's programming for KNBC San Francisco, organized with the aid of several local civic leaders "Careers Unlimited for Women," a group which attempts to find jobs for women over 40. The group is operated entirely on a volunteer basis. Miss King focuses attention on the problem on her daily program, as the group endeavors to (1) offer listings of qualified women to business firms in need of mature help, (2) promote better business by helping unemployed northern California women return to being normal spenders and (3) serve the unemployed women over 40 in northern California communities as well as San Francisco by cooperating with professional employment agencies in an exchange of job and applicant information.

CONFERRING on plans for "Careers Unlimited for Women" are Marjorie King, supervisor of women's programming, KNBC San Francisco; George Greaves (c), KNBC general manager, and Ben Swig, civic leader who helped organize the group and now is its board chairman.

HOGS' HEADS AND CHITTERLINGS

OVER two tons of chitterlings and whole hogs' heads were sold in a two-week period by disc m. c. Maurice Jackson of WVKO Columbus, Ohio, on his *Jackson's Beat* program, according to the station. In connection with the product promotion, Mr. Jackson staged a contest asking for recipes for hogs' heads. The entries have been sent to food authority Duncan Hines for his comments, after which a winner will be chosen.

'PREVIEW'

PROGRAM for rating new records has been inaugurated by WAVE Louisville. Each week on the new program, *Preview*, a panel consisting of a musician, teenager and retail record dealer, sit in judgment on the records presented by major recording firms as their best bet for success. The panel rates each record

GATES

Your One Source

For All Broadcasting Equipment

THESE OFFICES TO SERVE YOU

• Quincy, Illinois	123 Hampshire Street	Baldwin 2-8202
• New York City	51 East 42nd Street	Murray Hill 7-7971
• Washington, D.C.	13th & E Streets, N. W.	Metropolitan 8-0522
• Houston, Texas	2700 Polk Avenue	Atwood 8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0369
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

on a 0 to 100 scale and at the end of the show tabulates them to get a composite score. The winning record is not announced until the following week in order to allow listeners to submit their choices. Those persons selecting the same disc as the panel receive a record and the person giving the best reason why it is his first choice is awarded an RCA Victor portable phonograph. The show is emceed by Bob Kay.

WOV AND ITALY

WOV New York has sent to advertisers and agencies the annual *Enit Diary*, put out by an Italian tourist group to promote Italy and, in particular, Rome. The elaborate hard-back book is a 1955 calendar, describing events which are celebrated each month in modern-day Italy, parallelling them with events which enlivened the country centuries ago. Glossy prints of famous Italian art are presented throughout the book. WOV emphasizes Italy's influence on American art, industry and science and points out the station's value as a means of mass communication and as an advertising medium to "economically powerful" New York, which is "the most 'Italian' of American cities."

DRUM VS. MONROE

TO ADD impetus to the additional airtime given Dewey Drum, personality of WSOC Charlotte, N. C., the station conducted a contest in which listeners were asked to complete in 25 words or less "I would rather be shipwrecked on a desert island with Dewey Drum than with Vaughn Monroe because. . . . " A friendly feud exists between Mr. Drum and Mr. Monroe. The housewife whose letter won the contest received her weight in groceries.

FORGETFUL ANNOUNCERS

WHEN the Franklin Broadcasting Co. recently purchased WMIN Minneapolis-St. Paul from the WMIN Broadcasting Co., the station announced it would give $5 to the first listeners catching an announcer "flubbing" the new call letters, WMNS (weather, music, news, sports). Although nighttime disc m.c. Merle Edwards, who expected to miss the most, didn't get it wrong once, the station passed out $65 in one day on other announcers. The new station, which officially started Jan. 1 at midnight, reports doubling its billings in the first two weeks of operation. Music and news format changes also have been instituted by WMNS.

Station Authorizations, Applications
(As Compiled by B • T)

January 13 through January 19

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Dec. 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,649	533	126
CPs on air	20	20	†313
CPs not on air	105	7	137
Total on air	2,669	552	439
Total authorized	2,774	559	576
Applications in hearing	137	2	167
New station requests	172	8	19
New station bids in hearing	76	0	151
Facilities change requests	134	12	33
Total applications pending	721	79	193
Licenses deleted in Dec.	0	0	0
CPs deleted in Dec.	15	1	5

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

* * *

Am and Fm Summary through Jan. 19

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,690	2,660	116	173	76
Fm	557	535	23	8	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	269	316	585
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	298	114	412
Noncommercial on air	7	3	10

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	946	337	731	533	1,265
Educational	56		28	28	56
Total	1,002	337	759	561	1,321

[1] One hundred-twenty-two CPs (21 vhf, 101 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 33 already granted.

[4] Includes 619 already granted.

ACTIONS OF FCC

New Tv Stations . . .

APPLICATION

Walla Walla, Wash.—KHQ Inc. (KHQ-AM-TV Spokane), vhf ch. 5 (76-82 mc); ERP 1.44 kw visual, 0.863 kw aural; antenna height above average terrain 1,272 ft., above ground 140 ft. Estimated construction cost $136,626, first year operating cost $31,200, revenue none. Post office address 700 Radio Central Building, Spokane, Wash. Studio and transmitter location Pikes Peak, 10 miles SE of Walla Walla. Geographic coordinates 45° 59′ 32″ N. Lat., 118° 10′ 22″ W. Long. Transmitter and antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer George C. Davis, Washington. Principals include Pres. **Richard O. Dunning**; Sec. **Wm. B. Hyde**, and Treas. **Milton O. Fritsch**. Filed Jan. 12.

Existing Tv Stations . . .

ACTIONS BY FCC

KFIF (TV) Fairbanks, Alaska—Midnight Sun Bcstg. Co. granted mod. of CP for ch. 2 to change ERP to 5.6 kw visual, 2.76 kw aural; change studio and transmitter location to Lathrop Building, 516 2d Ave., Fairbanks. Granted Jan. 14; announced Jan. 14.

WABI-TV Bangor, Me.—Community Telecasting Service granted mod. of CP for ch. 5 to change studio location to Route #1, Hampden, Me. Granted Jan. 11; announced Jan. 18.

KLRJ-TV Henderson, Nev.—Southwestern Pub. Co. granted STA to operate commercially on ch. 2 for the period ending June 3. Granted Jan. 13; announced Jan. 18.

WCAN-TV Milwaukee, Wis.—Midwest Bcstg. Co. granted mod. of CP for ch. 25 to change ERP to 251 kw visual, 138 kw aural; change studio location to Schroeder Hotel, Milwaukee; antenna height above average terrain 520 ft. Granted Jan. 14.

WOKY-TV Milwaukee, Wis.—Columbia Bcstg. System Inc. granted mod. of CP for ch. 19 to change ERP to 245 kw visual, 144 kw aural; antenna height above average terrain 570 ft. Granted Jan. 14.

STATIONS DELETED

WILM-TV Wilmington, Del.—Delaware Bcstg. Co. FCC deleted tv station on ch. 83 at request of station. Deleted Jan. 17.

KLYN-TV Amarillo, Tex.—FCC deleted tv station on ch. 7 for lack of prosecution. Deleted Jan. 14.

CALL LETTERS ASSIGNED

WGBS-TV Miami, Fla.—Storer Bcstg. Co., ch. 23. Formerly WMIE-TV.

KOTA-TV Rapid City, S. D.—Black Hills Bcstg. Co. of Rapid City, ch. 3.

New Am Stations . . .

ACTIONS BY FCC

Monticello, Ark.—James A. West Jr., Elgie M. Risinger, Delvin R. White & Bill Wells d/b as College Bcstg. Co. granted 1430 kc, 1 kw daytime. Post office address James A. West Jr., % West Bros., El Dorado, Ark. Estimated construction cost $15,510, first year operating cost $24,000, revenue $35,000. Principals in equal general partner-

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

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uhf	Total
316	589
18	33

U. S.:

uhf	Total
114	412
3	10

14, 1952:

uhf	Total
533	1,249
28	56
561	1,321

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ship include **James A. West Jr.**, ⅓ partner of KDMS El Dorado, Ark.; **Elgie M. Risinger**, employe at West Bros. dept. stores; **Delvin R. White**, and **Bill Wells**, commercial manager KWRF Warren, Ark. Granted Jan. 12.

Dundalk, Md.—Erway Bcstg. Corp. granted 860 kc, 500 w daytime, directional. Post office address 5436 Harford Rd., Baltimore, Md. Estimated construction cost $20,826, first year operating cost $52,380, revenue $63,000. Principals include Pres. **Guy S. Erway** (66.6%), insurance, and Vice Pres. **Raymond A. Hall** (33.3%), real estate and service station owner. Granted Jan. 12.

APPLICATION

Amarillo, Tex.—Raymond D. Hollingsworth, 1360 kc, 500 w daytime. Post office address 1009 Bonham, Amarillo. Estimated construction cost $16,833, first year operating cost $37,600, revenue $60,000. Mr. Hollingsworth is executive secretary-treasurer of American Quarter Horse Assn. Filed Jan. 17.

APPLICATIONS AMENDED

Greenville, Ohio — Greenville Bcstg. Corp. amends bid for new am station on 1550 kc 1 kw daytime, directional to specify 1320 kc 500 w. Filed Jan. 14.

Richmond, Va.—Louis Adelman amends bid for new am station on 1320 kc 1 kw daytime to change transmitter and studio location to Mayos Island, Richmond. Filed Jan. 14.

Existing Am Stations . . .

ACTIONS BY FCC

WKRG-AM-FM Mobile, Ala.—Giddens & Rester Radio granted mod. of license to change name to Kenneth R. Giddens, T. J. Rester Jr. & Shirley Rester Konrad d/b as Giddens & Rester Radio. Granted Jan. 10; announced Jan. 18.

WVOP Vidalia, Ga.—Vidalia Bcstg. Co. granted CP to increase power from 1 kw to 5 kw on 970 kc daytime. Granted Jan. 12.

KIER Lewiston, Idaho—Cole E. Wylie granted CP to change from 740 kc 250 w daytime to 1300 kc 5 kw day, 1 kw night, directional night; subject to engineering conditions including acceptance of any interference which may result from the proposed operation on 1290 kc 1 kw by John Truhan at Pendleton, Ore. Granted Jan. 12.

KCRB Chaute, Kan.—Cecil W. Roberts granted authority to sign off at 6 p.m. beginning March and ending October, 1955. Granted Jan. 13; announced Jan. 18.

WCLA Colonial Heights, Va.—Harry A. Epperson Jr. granted mod. of CP to identify station as Colonial Heights and Petersburg, Va. Granted Jan. 12.

WRAS Spencer, W. Va.—Ohio Valley on the Air Inc. granted mod. of CP for approval of antenna-transmitter location and to specify studio location as 341 Main St., Spencer. Granted Jan. 14; announced Jan. 18.

New Fm Stations . . .

ACTIONS BY FCC

Poughkeepsie, N. Y.—Dutchess County Bcstg. Corp. (WKIP) granted CP for new class B fm station on ch. 284 (104.7 mc); ERP 2.3 kw; antenna height above average terrain 1,120 ft. Granted Jan. 12.

Akron, Ohio—Bd. of Education granted CP for new noncommercial educational fm station on ch. 206 (89.1 mc); ERP 1.3 kw; antenna height above average terrain 44 ft. Granted Jan. 12.

Existing Fm Stations . . .

ACTIONS BY FCC

KGO-FM San Francisco, Calif. — American Bcstg.-Paramount Theatres Inc. granted CP to change from ch. 291 (106.1 mc) to ch. 279 (103.7 mc). Granted Jan. 14; announced Jan. 18.

WOL-FM Washington, D. C.—The Washington Bcstg. Co. granted CP to change ERP from 10 kw to 20 kw; antenna height above average terrain from 480 ft. to 170 ft. Granted Jan. 14; announced Jan. 18.

WJHP-FM Jacksonville, Fla.—The Jacksonville Journal Co. granted mod. of license to change ERP from 32 kw to 9.7 kw. Granted Jan. 10; announced Jan. 18.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

STATION DELETED

WLTN (FM) Lewistown, Pa.—Lewistown Bcstg. Co. granted request to cancel license for fm station on ch. 250. Deleted Jan. 13; announced Jan. 18.

Ownership Changes . . .

ACTIONS BY FCC

KLEE Ottumwa, Iowa—Lee E. Baker granted assignment of license to David M. Segal through lease arrangement subject to purchase for $39,000. Mr. Segal has interests in 5 other am stations. Granted Jan. 19.

KVOL-TV Lafayette, La.—Evangeline Bcstg. Co. granted assignment of share-time CP for ch. 10 to its companion share-timer KLFY-TV for $45,000. Consideration represents expenditures of KVOL-TV in processing its application. Granted Jan. 19.

KICA Clovis, N. M.—Hugh DeWitt Landis granted voluntary assignment to KICA Inc. for $125,000. Principals include **Mae Strauss** (50%), Chicago manufacturers representative; Pres.-Treas. **Garfield C. Packard** (30%), vice pres.-gen. mgr. of Paul H. Raymer, radio-tv station representatives, and Sec. **Frank Lesley** (20%), accountant.. Granted Jan. 19.

WKRC-AM-TV Cincinnati; WTVN-AM-TV Columbus, Ohio—Radio Cincinnati Inc. granted voluntary acquisition of positive control (80%) by The Cincinnati Times Star Co. through stock transaction. Cincinnati Times Star Co. was former owner of 50%, and receives additional interest from Taft family. Hulbert Taft will now own 18%, Hulbert Taft Jr. 1% and David G. Taft 1%. Granted Jan. 14.

WENS (TV) Pittsburgh, Pa.—Telecasting Inc. granted voluntary acquisition of negative control by L. H. Israel (50%), through stock transaction. No consideration involved. Granted Jan. 14.

WOKY-TV Milwaukee, Wis.—Bartell Bcstrs. Inc. granted assignment of CP for ch. 19 to CBS Inc. for $335,000. CBS also purchases physical assets of ch. 25 WCAN-TV Milwaukee for $786,000. WCAN-TV purchases WOKY-TV facilities from CBS for $286,000. Granted Jan. 14.

APPLICATIONS

KVOM Morrilton, Ark.—C. R. Horne, J. C. Willis & L. L. Bryan d/b as Morrilton Bcstg. Co. seeks voluntary assignment of license to J. C. Willis & L. L. Bryan d/b as Morrilton Bcstg. Co. through purchase by Mr. Willis of Mr. Horne's 40% interest. Mr. Willis will now own 90%. Filed Jan. 14.

KOBK Owatonna, Minn.—Owatonna Bcstg. Co. seeks voluntary transfer of control to Harry Burlow Jr. through purchase of 726 shares of stock from Myles H. Johns for $10,890. Mr. Burlow will now own 87.6% interest. Filed Jan. 14.

WJTN-AM-FM Jamestown, N. Y.—James Bcstg. Co. seeks voluntary transfer of control to Simon Goldman through purchase by corporation of 80.3% interest from Jay E. & Mabel Mason for $309,385. Filed Jan. 14.

WJTN-AM-FM Jamestown, N. Y.—James Bcstg. Co. seeks voluntary relinquishment of control by Simon Goldman through sale of 45.6% interest to Reginald A. Lenna for approximately $34,566. Mr. Lenna deals in appliances and automotive equipment. Mr. Goldman retains 45.6% interest. Filed Jan. 14.

KTRN Wichita Falls, Tex.—Texoma Bcstg. Co. seeks voluntary assignment to Texoma Bcstg. Co. of Wichita Falls for $80,000. Principals include **A. Boyd Kelley** (94.5%), 45% owner of KPLT Paris, Tex., and pres.-2.5% owner of KTRN, and **Robert A. Harmon** (5%), chief engineer at KTRN. Filed Jan. 14.

Hearing Cases . . .

INITIAL DECISIONS

Miami, Fla.—New tv, ch. 7. FCC Hearing Examiner James D. Cunningham issued initial decision looking toward grant of the application of Biscayne Television Corp. for a CP for new tv station on ch. 7 in Miami, Fla., subject to the condition that, before the permit is issued to this party, its principals will have disposed of their interests in radio stations WQAM-AM-FM Miami; and denial of the competing applications of East Coast Television Corp., South Florida Television Corp., and Sunbeam Television Corp. Action Jan. 18.

KTOE Mankato, Minn.—FCC Hearing Examiner Charles J. Frederick issued initial decision looking toward denial of the application of Minnesota Valley Bcstg. Co. for a CP to increase nighttime power of station KTOE Mankato, Minn., from 1 kw to 5 kw and make changes in directional antenna, operating on 1420 kc with 5 kw day. Action Jan. 17.

OTHER ACTIONS

WERD Atlanta, Ga.—FCC by Memorandum Opinion and Order denied petitions by WERD Atlanta, Ga., for reconsideration and enlargement of the issues, and petition by Dorsey Eugene Newman, Hartselle, Ala., for reconsideration, in the proceedings involving their conflicting am applications with that of WDMG Inc., Douglas, Ga., involving 860 kc; denial of Newman petition without prejudice to his filing a petition for waiver of 10% rule. Action Jan. 13.

WKRZ Oil City, Pa.—By separate Orders the Commission dismissed its show cause proceedings against WKRZ Oil City, Pa.; **Kenneth E. Rennekamp**, permittee of WEMR Emporium, Pa., and Curt Doelicke, employee of WEMR in connection with operating violations which have been remedied, but all three parties are being reprimanded by letter. Action Jan. 13.

Proposed Rule Making—FCC invited comments by Feb. 18 to proposed rule making to amend the tv table of assignments by adding ch. 14 to San Antonio, Tex., and deleting ch. 14 and adding ch. 30 to Seguin, Tex. The basic petition by KCOR-TV, ch. 41 at San Antonio, filed Nov. 22, requested a Show Cause Order to modify its authorization to specify operation on ch. 14 in lieu of ch. 41, but this was rejected. Action Jan. 12.

Providence, R. I.—By Memorandum Opinion and Order, the Commission granted a petition filed Jan. 10 by Channel 16 of Rhode Island Inc., WNET (TV) Providence, R. I., insofar as it requests that the Commission give WNET notice of all requests filed by Cherry & Webb Bcstg. Co. for any authorization pertaining to the construction or operation of latter's tv station WPRO-TV Providence; denied petition in all other respects. Commissioner Hennock dissented. Action Jan. 19.

KLYN-TV Amarillo, Tex.—No exceptions having been filed to the initial decision issued Dec. 6 last, the Commission, by Order, dismissed with prejudice for failure to prosecute the application of Plains Empire Bcstg. Co. for extension of time to complete construction of station KLYN-TV, ch. 7, Amarillo, Tex.; cancelled the CP and call letters; and dismissed as moot petition by Chief Broadcast Bureau to make the initial decision effective immediately. Comr. Hennock dissented. Action Jan. 14.

Houston-Galveston, Tex.—FCC by Order reversed that part of a hearing examiner's order denying request by Houston Consolidated Television Co., Houston, Tex., for an additional 10 days in which to file proposed findings in the proceeding involving its protest of application by the Gulf Television Co. (WGUL-TV), Galveston, for mod. of CP. Action Jan. 13.

Manson, Wash.—Experimental Tv. FCC authorized new experimental tv station to test low-cost operation at Manson, Wash., to the Manson Community Tv Co. Experimental station will operate on ch. 16 with effective radiated power of 200 w, rebroadcasting signals of distant vhf stations. Action Jan. 13.

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Tv Assignments—Michigan. FCC by Report and Order finalized rule making, effective Feb. 21, proposed Nov. 24 in response to a petition of Clair L. Taylor, State Superintendent of Public Instruction, Lansing, Mich., and assigned for noncommercial use tv channels to the following communities in Michigan: Alpena, *11; Escanaba, *49; Houghton, *25; Kalamazoo, *74, and Marquette, *35. Commissioner Lee dissented. Action Jan. 12.

Tv Assignments—By Report and Order, effective immediately, the Commission finalized rule making proposed Nov. 3 and amended the table of tv assignments by substituting ch. 44 for ch. 73 in Scranton, Pa., and educational ch. *48 for educational ch. *44 at State College, Pa. Commissioner Hennock dissented. The proposal was initiated by Appalachian Co., operator of WTVU (TV) on ch. 73, whose authorization is being modified to specify ch. 44. Action Jan. 12.

Routine Roundup . . .

January 17 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Hearing Examiner Herbert Sharfman on Jan. 11

Chief Broadcast Bureau—Granted petition for postponement of hearing from Jan. 18 to Feb. 9 in re application of Dispatch Inc. for renewal of license of Station WICU (TV) Erie, Pa. (Docket 11048).

By Hearing Examiner William G. Butts

WONN Lakeland, Fla., Coastal Bcstg. Co.—Granted motion for continuance of prehearing conference from Jan. 12 to Feb. 2 for the purpose of considering matters specified in Sect. 1.813 of the rules, and the parties or their attorneys are directed to appear at that time (Docket 11145) re CP for am facilities. (Action 1/11.)

Wellsville, N. Y., Radio Services of Wellsville—Ordered that applicant and respondent shall each, not later than Feb. 15, provide all parties to the hearings, including the Examiner, with a full set of exhibits in accordance with Sect. 1.841 of the rules (Docket 11186) re CP for am station. (Action 1/14.)

By Hearing Examiner Isadore A. Honig on Jan. 13

Omaha, Neb., KFAB Bcstg. Co.; Herald Corp.—Granted motion of KFAB for extension of time from Jan. 14 to Jan. 17 in which to file proposed findings in re applications for ch. 7 (Dockets 9009, 10909), with no change in date for filing replies thereto (i.e., Jan. 31); further ordered on the Examiner's own motion, that the time for filing proposed corrections to the transcript by all parties is likewise extended from Jan. 14 to Jan. 17.

By Hearing Examiner Fanney N. Litvin

KFKU Lawrence, Kan., University of Kan.—Granted petition requesting acceptance of its non-timely filed appearance in re application of Broadcast Group Inc. for a new am station at St. Joseph, Mo. (Docket 11147).

By Hearing Examiner Annie Neal Huntting on Jan. 14

Corpus Christi, Tex., Corpus Christi Bcstg. Co.—Granted motion for continuance of prehearing conference scheduled for Jan. 20 and hearing scheduled for Feb. 1, to March 1 and March 14, respectively, in re am facilities of KVOZ Laredo, Tex., et al. (Dockets 11119 et al.).

By Hearing Examiner Charles J. Frederick on Jan. 13

Pittsburgh, Pa., WWSW Inc.; Pittsburgh Radio Supply House Inc.—Granted motion of WWSW Inc. for postponement of further hearing from Jan. 17 to Jan. 20 in re applications for ch. 11 (Dockets 8730, 8840).

January 17 Applications

ACCEPTED FOR FILING

Modification of CP

WCAR Detroit, Mich., WCAR Inc.—Mod. of CP (BP-5971) as mod. which authorized change power and hours of operation from 1 kw day to 10 kw night and 50 kw daytime (unlimited hours); installation of a new transmitter and DA for day and night (DA-2) and change transmitter and studio locations) for extension of completion date (BMP-6749).

WCAR-FM Pontiac, Mich., WCAR Inc.—Mod. of CP (BPH-538) as mod. which authorized new fm station for extension of completion date (BMPH-4944).

WSTF (TV) Stamford, Conn., Stamford-Norwalk Television Corp.—Mod. of CP (BPCT-1672) as mod. which authorized new tv station to extend completion date (BMPCT-2731).

WKAR-TV East Lansing, Mich., Michigan State Board of Agriculture—Mod. of CP (BPCT-1126) as mod. which authorized new tv station to extend completion date to 8-15-55 (BMPCT-2732).

WPBN-TV Traverse City, Mich., Midwestern Bcstg. Co.—Mod. of CP (BPCT-1781) as mod. which authorized new tv station to extend completion date to 4-25-55 (BMPCT-2733).

KETX (TV) Tyler, Tex., Jacob A. Newborn Jr.—CP to replace expired CP (BPCT-1422) as mod. which authorized new tv station (BPCT-1839).

WJLD Homewood, Ala., Johnston Bcstg. Co. (George Johnston and George Johnston Jr., partners)—Mod. of CP (BP-8656) as mod. which authorized changes in the antenna system by adding tv antenna (increase in height) for extension of completion date (BMP-6751).

Renewal of License

KCBS San Jose, Calif., Columbia Bcstg. System Inc. of California—Amended to change name to: Columbia Bcstg. System Inc. (BR-46).

WDEC Americus, Ga., The American Bcstg. Co.—(BR-1568).

WABB-FM Mobile, Ala., The Mobile Press Register—(BRH-394).

Remote Control

WWWB Jasper, Ala., Bankhead Bcstg. Co.—(BRC-632).

KARK Little Rock, Ark.—Arkansas Radio & Equipment Co.—(BRC-629).

WFPG Atlantic City, N. J., Neptune Bcstg. Corp.—(BRC-631).

WBLK Clarksburg, W. Va., Ohio Valley Bcstg. Corp.—(BRC-630).

Renewal of License

WPRY Perry, Fla., Taylor County Bcstg. Co.—(BR-2927).

WIAC Santurce, P. R., Radio Station WIBS Inc.—(BR-1860).

Applications Returned

WETO Gadsden, Ala., Gadsden Radio Co.—Renewal of license (Incomplete).

WPFD Darlington, S. C., Frank A. Hull, tr/as Darlington Bcstg. Co.—Voluntary assignment of CP to Blue Ridge Bcstg. Co. (Not complete).

WWON-FM Woonsocket, R. I., Woonsocket Bcstg. Co.—License to cover CP to make changes in licensed station. Filed on wrong form.

WEMC (FM) Harrisonburg, Va., Board of Trustees of Eastern Mennonite College Inc.—Mod. of CP to make changes.

License for CP

WFMF (FM) Chicago, Ill., Functional Music Inc.—License to cover CP (BPH-1975) which authorized changes in licensed station (BLH-1026).

Modification of CP

KOPO-TV Tucson, Ariz., Old Pueblo Bcstg. Co.—Mod. of CP (BPCT-1169) as mod. which authorized new tv station to extend completion date to 12-1-55 (BMPCT-2740).

WKJG-TV Fort Wayne, Ind., Northeastern Indiana Bcstg. Co.—Mod. of CP (BPCT-516) as mod. which authorized new tv station to extend completion date to 7-1-55 (BMPCT-2736).

WBAL-TV Baltimore, Md., The Hearst Corp.—Mod. of CP (BPCT-652) as mod. which authorized changes in facilities of existing tv station to extend completion date to 5-1-55 (BMPCT-2742).

WRTV (TV) Asbury Park, N. J., Atlantic Video Corp.—Mod. of CP (BPCT-1213) as mod. which authorized new tv station to extend completion date to 5-1-55 (BMPCT-2743).

WPTR-TV Albany, N. Y., Patroon Bcstg. Co.—Mod. of CP (BPCT-405) as mod. which authorized new tv station to extend completion date to 8-1-55 (BMPCT-2738).

WHUM-TV Reading, Pa., Eastern Radio Corp.—Mod. of CP (BPCT-268) as mod. which authorized new tv station to extend completion date to 8-1-55 (BMPCT-2739).

WRAK-TV Williamsport, Pa., WRAK Inc.—Mod. of CP (BPCT-521) as mod. which authorized new tv station to extend completion date to 7-12-55 (BMPCT-2735).

WBTW (TV) Florence, S. C., Jefferson Standard Bcstg. Co.—Mod. of CP (BPCT-1341) as mod. which authorized new tv station to extend completion date to 4-15-55 (BMPCT-2741).

WJHL-TV Johnson City, Tenn., WJHL Inc.—Mod. of CP (BPCT-845) as mod. which authorized new tv station to extend completion date to 7-29-55 (BMPCT-2734).

WSAZ-TV Huntington, W. Va., WSAZ Inc.—Mod. of CP (BPCT-896) as mod. which authorized changes in facilities of existing tv station to extend completion date to 8-1-55 (BMPCT-2744).

January 18 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Jan. 14

Granted License

KFAC-FM Los Angeles, Calif., Los Angeles Bcstg. Co.—Granted license covering changes in fm station (BLH-1024).

WMAX Grand Rapids, Mich., WMAX Inc.—Granted license for am station; 1480 kc, 500 w-D (BL-5571).

Granted CP

KETX (TV) Tyler, Tex., Jacob A. Newborn Jr.—Granted CP to replace expired permit (BPCT-1422) as mod. which authorized new tv station on ch. 19 (BPCT-1939).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KARK Little Rock, Ark.; WBLK Clarksburg, W. Va.; WFPG Atlantic City, N. J.

Modification of CP

The following stations were granted extension of completion dates as shown:

WPBN-TV Traverse City, Mich., to 7-25-55; WSTF Stamford, Conn., to 7-27-55; WJHL-TV Johnson City, Tenn., to 7-28-55; WTVN-TV Columbus, Ohio, to 7-21-55.

Actions of Jan. 13

Granted License

KCCT-FM Corpus Christi, Tex., International Radio Co.—Granted license for fm station (BLH-1023).

KCOV Corvallis, Ore., Mid-Land Bcstg. Co.—Granted license for am station; 1240 kc, 250 w-U (BL-5568).

WFHG Bristol, Va., Bristol Bcstg. Co.—Granted license covering increase in day power to 5 kw and installation of new transmitter (BL-5583).

Modification of CP

KTYL Mesa, Ariz., Harkins Bcstg. Inc.—Granted Mod. of CP for change in type transmitter; (BMP-6712); also extension of completion date to 5-9-55 (BMP-6743).

Remote Control

WWWB Jasper, Ala., Bankhead Bcstg. Co.—Granted authority to operate transmitter by remote control (BRC-632).

Granted CP

KTVE (TV) Longview, Tex., East Texas Tv Co.—Granted CP to replace expired CP (BPCT-1777) as mod. which authorized replacement of expired CP (BPCT-607) for new tv station (BPCT-1938).

Modification of CP

KVOS-TV Bellingham, Wash., KVOS Inc.—Granted extension of completion date to 7-30-55.

Actions of Jan. 12

Granted License

WBOF Virginia Beach, Va., Virginia Beach Bcstg. Corp.—Granted license for am station; 1600 kc, 1 kw-D (BL-5562).

KVIN Vinita, Okla., Vinita Bcstg. Co.—Granted license for new am station; 1470 kc, 500 w, D (BL-5573).

KACT Andrews, Tex., Andrews Bcstrs.—Granted license for am station, 1360 kc, 500 w-D (BL-5567).

KSML Seminole, Tex., Seminole Bcstrs.—Granted license for am station; 1250 kc, 1 kw-D (BL-5572).

KBRL McCook, Neb., The McCook Bcstg. Co.—Granted license covering changes in am station; 1300 kc, 1 kw, D (BL-5555).

(Continued on page 94)

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RADIO

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Sales manager. Growing national company offers unusual "spot" for man who has a solid and successful background of sales and training men. Salary, liberal commission and travel expenses. Box 999F, B•T.

Salesmen

Florida—experienced man, draw against 15% Box 661F, B•T.

Wanted: Salesman or woman. Big pay, large percentage. Write Box 847F, B•T.

Salesman - announcer. Opportunity to make money. $225 monthly base, 15% commission. $400 guarantee for first two months. Must be top announcer, willing to work. Send tape, all information first letter, Box 900F, B•T.

Radio salesman for prosperous Pennsylvania market. Supply employment record and minimum income requirements with application. Box 938F, B•T.

Salesman—assistant manager for kilowatt daytime station in southern city of 8,500 population Must be experienced in sales and programming and should have a good background of small city operation. Send picture and complete details to Box 948F, B•T.

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In our advertisement last week, in this same space, the printer omitted several words from the last paragraph. We are NOT looking for top executives who just want "to change jobs." We ARE looking for able executives and staff personnel . . . qualified for career advancement.

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RADIO

Help Wanted—(Cont'd)

Florida . . . Want qualified salesman-announcer. Want'a make money. $100.00 guarantee week, right man, three openings, two pop and one hillbilly field. Must be tops. Good past record. Full information first letter. Box 19G, B•T.

Radio salesman—top commissions, drawing account, insurance, retirement plan. 5000 watt radio station with tv affiliate in rich upper midwest. Box 20G, B•T.

Radio salesman needed at once. Excellent California market. Experience and previous sales record required when applying. Opportunity of earning $6000—$10,000. Ed Urner, KERO, Bakersfield, California. Phone Fairview 7-1441.

KVOU-MBS, Uvalde, Texas, needs experienced salesman with ability to hold down an announcing position. Send references in first letter.

Long established 5kw CBS affiliate wants experienced radio salesman. Opportunity good income based on guarantee plus commission. Pleasant university town. Send complete resumé, picture and references to J. D. Swan, Manager, WCAX, Burlington, Vt.

Nashville's most promotion minded, progressive, independent with top local sponsor acceptance wants 2 experienced, creative radio salesmen. Guaranteed draw against high commission. Only high caliber, sober, intelligent, permanent men with proven record need apply. Contact Harvey L. Glascock, Executive VP, General Manager, WKDA, Nashville, Tenn.

Experienced man for limited sales force in active market. Excellent ratings, public acceptance and negro specialization will allow top earnings. Company is important group operation with full benefits. Advancement to commercial manager good possibility. Full details immediately to Manager, WRAP, Norfolk, Virginia.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Experienced announcer morning shift, friendly Pennsylvania ind. DT. $75. No drifters or beginners. Send tape, references and background. Box 804F, B•T.

Man with a one-two punch! Illinois independent kilowatter, in the nation's most attractive and fastest growing industry—farm area, will pay handsome salary to a man who can: (1) entertain with a microphone, (2) sell with a microphone. We want an experienced, versatile young man who can do disc shows with humor and sparkle and an authoritative newscast. Best working conditions, modern, well equipped, attractive station; liberal extra benefits. Write full information to Box 827F, B•T.

Experienced announcer for permanent position with south Texas independent. Box 981F, B•T.

Need immediately, experienced staff announcer. Eastern North Carolina kilowatt station. Send full details first letter. Box 36G, B•T.

Announcer wanted . . . Mature voice, prefer married man, news & sports plus commercials if desired. Send tape and detailed information. College town, east Texas, regional independent. KSFA, P.O. Box 56, North Street Station, Nacogdoches, Texas.

RADIO

Help Wanted—(Cont'd)

Immediate opening, experienced announcer with first class ticket. Send full details and tape to KSTT, Davenport, Iowa.

Immediately good hillbilly and popular DJ Send full details and tape to James M. Wilder WBML, Macon, Georgia.

Wanted—experienced staff announcer. Send full details to WCNH, Quincy, Florida.

Immediate opening for experienced staff announcer. Aggressive 1kw independent going 5000 watts fulltime. Good working conditions Prefer personal interview if possible. Contact Manager, WCOJ, Coatesville, Pa.

Experienced announcer wanted. Ad-lib preferred Salary open. No floaters. Excellent working conditions. George Shurden, WMFC, Monroeville Alabama.

Experienced versatile announcer, needed immediately. Send tape along with resume stating age, experience, martial status and salary expected to Radio Station WSOO, Sault St. Marie Michigan.

Announcer, first phone immediately. Emphasis on announcing. Send tape, references and background. Howard Ward, WWBG, Bowling Green Ohio.

We want a thoroughly experienced DJ and staff man with pleasant, mature voice, strong commercial delivery. Fine opportunity. Apply WWIM, Baltimore 1, Maryland.

Technical

West Texas kilowatt independent needs experienced first-phone man for chief engineer and announcing or sales. Good salary for right man. Send details including audition recording to Box 910F, B•T.

Chief engineer with good announcing ability Starting pay $90.00 a week. Prefer family man. Must be stable. Southern network station. Box 959F, B•T.

Wanted: Qualified first phone combo man to fill upcoming chief engineer position. Progressive daytimer. Kansas City area. Good salary pleasant working conditions for sober, cooperative man. Send tape, background, references to Box 985F, B•T.

Transmitter operator—Leading station in southeast has opening for transmitter operator with first class license. Previous broadcast experience not required, but prefer young man with amateur background or similar aptitudes and interests who can learn and develop in an expanding organization. Box 59G, B•T.

First-phone operator. Immediate opening. Full particulars first letter. WASA, Havre de Grace, Maryland.

Television and radio technicians wanted by WKZO AM and TV, Kalamazoo, Michigan. This vhf station wants men who are intersted in working for a prestige station that offers excellent working conditions and many benefits. WKZO is interested in men with sound technical training who have a sincere desire to become an integral part of an established and stable company. Send complete information to Arthur Covell, Chief Engineer, WKZO, Kalamazoo, Michigan. All replies confidential.

Production-Programming, Others

Opening about April 1st for experienced attractive gal with flair for selling, copywriting, promotion—to be commercial manager at fast growing 250 watt on east coast of Florida. Salary plus commission. Real opportunity for right person not afraid to work. Send sample copy, resume, photo and full details. Also whether or not you own a car. Personal interview will be required. We pay transportation one way. Box 26G, B•T.

Girl able to write letters, rapid typist, bookkeeper, familiar all phases radio. Ideal opportunity Box 58G, B•T.

Wanted—experienced female continuity chief—good pay—air work—40 hour week—car necessary for position at 1000 watt station southwest—job open February—send details to Dave Button, KSVP, Artesia, New Mexico.

Copywriter: Qualified, experienced radio copy writer needed at once. Apply by letter giving experience, references, etc., to Continuity Director, WILS, Lansing, Michigan.

RADIO

Help Wanted—(Cont'd)

Experienced radio newsman needed at northern Illinois daytime independent. Must have experience at gathering and writing local news. Starting salary $85 per week. P. O. Box 500, Waukegan, Illinois.

Situations Wanted

Managerial

Manager, assistant manager, program manager. Twenty-seven years experience in all phases of radio. Complete history in industry available. Box 897F, B•T.

General manager—am-tv. Top record in four stations. Excel in bringing non-profitable operation to profit side of ledger and keeping it there. Will manage am-tv operation, or will lease or manage am station. Excellent references. Box 986F, B•T.

Wisconsin only—manager. Capable administrator, salesman, PD, announcer. Employed—available 30 days. Box 23G, B•T.

General—commercial manager with well rounded experience, proof of performance, and ideas that build ratings and increase sales. Box 24G, B•T.

Station manager—experienced, well qualified. Seeking advancement opportunity radio or television management. Box 39G, B•T.

Manager . . . 22 years experience. Radio and tv. All phases. Excellent references. Box 62G, B•T.

Salesman

Station reorganization makes available one of our top salesmen. Excellent character, occupational references. Family man, 34, hard worker. Recommended very highly. Also first class license control operator capable of maintenance, highly recommended. Box 998F, B•T.

Announcers

Announcer—1 year wants to move up. Strong on commercials, news, music, sports. Operates console. Tape and photo available. Will travel. Box 838F, B•T.

Announcer. Light experience—relaxed. DJ-idea man, veteran, 23, car. Box 896F, B•T.

Staff announcer—three years experience. Versatile, alert. Have handled sports. Good background. Permanent position only. Box 977F, B•T.

Smiles-a-plenty, clever, amusing morning team, 8 years experience, vets, married, looking for bigger market. Sample tape, resume available. Best reference present employer. Package AFTRA min., plus talent. Box 983F, B•T.

Handsome, likeable fellow desiring to relocate up north. If you need a good announcer, not a hot shot, try me. Box 984F, B•T.

Announcer, mature, single, reliable. Excellent on commercials, strong news, good DJ. Engaging personality. Tape on request. Box 990F, B•T.

Announcer: All phases, 4 years—married, veteran. Prefer Chicago area or midwest. Box 991F, B•T.

5000 watt sportscaster, best references, outstanding play-by-play, desires 5000 watt calibre position in sports-minded station. Midwest only. Strong on all major sports, able to produce immediately. 4 years experience, single, vet. Minimum salary, $5000 per year. Box 994F, B•T.

Announcer—deejay, thorough knowledge of music. Limited experience, trained by top professionals, single, will travel, tape, resume. Box 995F, B•T.

Experienced versatile announcer presently employed as morning man seeks position with progressive organization. North central location preferred. Background and ability will please. Tape on request. Box 997F, B•T.

Experienced announcer, copy and rewrite wants permanent position. Box 12G, B•T.

RADIO

Situations Wanted—(Cont'd)

Morning man, married, capable and dependable seeks permanent employment. Box 14G, B•T.

Twelve (12) years experience—sales, announcing, programming, copy. Family man, non-drinker, excellent references. Stable, dependable. Satisfaction guaranteed. Box 15G, B•T.

College grad, vet, 26, for permanent position. DJ, news, announcing. Pleasant disposition, nice voice, knowledge of music, do singing commercials. Grad Fort Monmouth microwave school; have 3rd phone ticket; advanced degree courses Columbia University and WRCA studios. Box 25G, B•T.

Thorough experience, mature style. Would locate as announcer, PD or writer in Florida. Permanent, reliable. $80 weekly minimum. Box 27G, B•T.

"Do nothin' till you hear from me"—DJ, sports, play-by-play, versatile, employed, 2 years experience, vet, married, 28, reliable. Box 28G, B•T.

Can you use top notch play-by-play announcer who's no slouch at DJ, news or sales. Employed. 26. Family. Box 33G, B•T.

First phone, 30, single, 3½ years am transmitter experience, availabile immediately. Box 34G, B•T.

Announcer, presently working, copy writer, 26, college graduate, single, veteran. Box 40G, B•T.

All phases of radio, strong sports, pleasant personality. Desires community minded station. 3rd ticket. Box 42G, B•T.

Staff announcer, strong on writing, news, DJ, 3rd class ticket. Single. Box 43G, B•T.

Staff announcer—strong news, sports—commercial DJ. Single, veteran—travel—tape on request. Box 45G, B•T.

Announcer, smooth DJ, strong on news, friendly, hard worker, travel, married. Box 46G, B•T.

All around staff announcer, strong on news. Desires permanent position, 3rd ticket. Box 50G, B•T.

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but not hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 51G, B•T.

Announcer, light experience, single, good DJ, news, sports, board, tape. Box 52G, B•T.

Announcer, light experience, commercial voice, DJ, news, sports, board, tape. Box 53G, B•T.

Announcer—strong on music, news, sports. Expert console operator. Graduate Midwestern. Box 56G, B•T.

News, commercial, DJ. Vet. College. Presently 1 kw. Desire advancement. Box 67G, B•T.

Announcer—seeking position with future—single, veteran, will travel. Board—restricted license. Limited experience. Tape and resume on request. Bill Alden, 24 Fairfield Avenue, Stamford, Conn.

Negro DJ. Tape, references. Walter Betner, 106-18 Ruscoe Street, Jamaica, L. I., N. Y.

Announcer, 30, single, draft exempt, 16 months experience staff announcer, permit. Specialty—sports play-by-play. Prefer midwest. Station where employed curtailed broadcasting. Available for interview. Ken Burkhardt, 919 W. Peral, Staunton, Illinois. Telephone—328W.

RADIO

Situations Wanted—(Cont'd)

Announcer, single 4 years experience, interested in programming. Manager knows of this ad, will give recommendation. Stewart Chamerlain, KGAK, Gallup, N. M.

Sports announcer—4 years experience. Play-by-play. Familiar all phases radio. Desires position with progressive station. Steady, sober and very dependable. The best of references. Contact Ken Jones, 2977 Merrill Avenue, Huntington, West Virginia.

Negro staff announcer, board, copy, news and DJ. College degrees and public relations experience. Salary secondary to opportunity. Milton McFarlane, 737 11th Street, N. W., Washington, D. C. Me. 8-5255.

All-around announcer. Strong on news, pleasant personality, 3rd ticket. Coached by top New York announcer. Desires community minded station. Phil Roberts, 1623 St. Johns Place, Brooklyn, New York. PR 4-7671.

Sports-staff announcer, 9 years experience at three stations. Is Brooklyn Dodger scout. Reliable, no floater. Married, one child. Prefer northeast. Contact Phil Spencer, 6 Curtis Street, Gloversville, N. Y.

Sports—basketball, football, very much interested in baseball, 2 years commercial experience. Temple University graduate. Travel anywhere. Contact Nicholas Virgilio, WCMC, Wildwood, N. J.

Wanted: Announcing position in southeast. 21 months' experience; third class license; age 25. Ed Whitehead, 233 College Street, Macon, Ga.

HELP!

If that is what you need—HELP—you should be interested in our Placement Department. We offer you graduates who can double in several capacities. They are not "specialists", but have been thoroughly trained for a combination of jobs by professionals using standard commercial equipment in our studios.

- **Announcers**

(Tv & Radio)

- **Camera Men**
- **Continuity Writers**

(Tv & Radio)

- **Floor Men**
- **Salesmen**
- **Sales Service Men**
- **Traffic Assistants**

(Tv & Radio)

- **Film Editors**
- **Projectionists**
- **Artists**

(Comm. lettering & Design)

Remember, our service is FREE. We are *not* an employment agency. We simply supply you with trained graduates from our School who have been screened for ability and willingness to work. Write John Birrel, Placement Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL

1221 N.W. 21st Avenue

Portland 9, Oregon

with schools in

HOLLYWOOD • CHICAGO • PORTLAND

RADIO

Situations Wanted—(Cont'd)

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Trained announcers and copywriters. National Academy of Broadcasting, 3338 16th Street, N.W., Washington, D. C. DE 2-5580.

Staff announcers (4). Board trained for tough commercial schedule. Pathfinder School of Radio, 737 11th Street, N.W., Washington, D. C. Me. 8-5255.

Technical

Engineer—six years experience studio, transmitter, remotes, recordings. Box 680F, B•T.

Radio telephone operator first class license. One year am experience. Three years schooling including tv and radio service and repair. Desire position with radio broadcasting or tv station. Box 978F, B•T.

Experienced am-tv engineer, 1st phone, desires permanent job with future. Am all phases; tv xmtr, switcher, camera, microwave maintenance. Box 987F, B•T.

Chief engineer for small station. Technician tv. Seventeen years experience. Strong on installation and maintenance. Mature, married, sober. No drifter. Desire permanence. All offers considered. Interested south. Box 989F, B•T.

Chief engineer with experience in all phases of radio broadcasting desires position in east or midwest. Can install and maintain all equipment. Box 992F, B•T.

Chief engineer, long experience, maintenance and construction. Responsible, steady worker. Own car and tools. Best references, including present employer. Box 16G, B•T.

First phone man with 1½ years in am-fm. Can also handle RCA video equipment. Available in two weeks. Box 18G, B•T.

Engineer, 1st phone. Experience; studio and transmitter. Available immediately. Box 22G, B•T.

Thoroughly experienced audio and transmitter operator, 50kw experience, car. Box 30G, B•T.

Chief engineer, experienced in installation, construction, maintenance, directional antenna am-fm-tv, prefer east. Box 37G, B•T.

Production-Programming, Others

Television and radio director and producer thoroughly experienced in every phase of production, creation, budget administration, direction, agency relations, talent negotiations . . . Desires position of program and/or production manager of station or network, or television and radio director of advertising agency. Long record of successful, high-rate shows from comedy to opera. Excellent references. Box 975F, B•T.

Young man, 23, mild cerebral palsy handicap, very ambitious, good references, seeks beginners clerical opportunity with radio station. Box 976F, B•T.

Canadian newsman desires position as news director in US. Was senior member news service that won RTNDA award two successive years. Can handle men. Authoritative voice. Six years radio experience, some television. Will form news service if offer attractive. Box 980F, B•T.

All around production assistant—SRT graduate—light experience in all phases. 3rd class license. Resume on request. Box 996F, B•T.

Program director—announcer—experienced with ability to create new business for you. Will go anywhere for opportunity. Box 41G, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-production: Young man; veteran; 7 years theatre experience; SRT graduate desires position with progressive station seeking imaginative, aggressive production aide. Thorough knowledge of sets and lighting. Economically minded. Can double in brass on equipment. 3rd class phone. Knowledge of music. Box 44G, B•T.

Program or production director with five years experience in direction, news, continuity, sports and music. Independent and network operation. Some tv. Available now. Far west or major city location preferred. Salary open. Box 47G, B•T.

Program director-salesman, announcer, production. 1st phone. Salary plus commission. Box 60G, B•T.

TELEVISION

Help Wanted

Technical

Transmitter engineer—New York State am-tv—vhf—has opening. Box 11G, B•T.

Wanted immediately, two television transmitter engineers for California's first fifty kw vhf. 18 months tv transmitter experience, preferably on General Electric transmitters desired. $105. per 40 hours, 5 day week. Send full background to Peter Onnigian, Chief Engineer, KBET-TV, 601 7th Ave., Sacramento, California.

Experienced tv engineer, capable of assuming chief's responsibilities for Fairbanks, Alaska. Write air mail full qualifications and references to A. G. Hiebert, KTVA, Anchorage, Alaska.

Assistant chief engineer for 100kw vhf. Must have thorough knowledge video circuits and capable full maintenance responsibility. Permanent position with good organization. WJBF-TV, Augusta, Georgia.

Situations Wanted

Managerial

Manager, 2 years tv, 12 years radio in both large and medium markets. Available at once. Reason for leaving confidential. Excellent references including present owner. Box 924F, B•T.

Wish to relocate, preferably managerial, production background; NBC-TV, local experience. Box 964F, B•T.

Assistant station manager—31, unusually broad background in most phases of programming, engineering and FCC procedure. Excellent "number 2" man with highly specialized knowledge particularly valuable to station starters and applicants. Box 933F, B•T.

Sales management, leading account executive with 5 years successful major market tv station experience, seeks sales management opportunity. Sensational tv record; sound business background; college grad; 36; family man. Box 21G, B•T.

Manager . . . mature. Experienced radio and tv. Family man. Best references. Box 63G, B•T.

Manager, assistant manager or program manager, experienced all phases tv and radio. Currently branch manager for CBS basic vhf. 13 years experience including network and agency. 36, married, one child. Best references, present and past employers. Robert Williams, KTVH-TV, Wichita.

Announcer

Am announcer, good appearance and voice wants tv break, midwest. Box 13G, B•T.

Television-radio staff announcer. 8 years radio, 16 months television experience. Live television commercials, personality shows. Seeks new opportunity in larger market. Single, veteran, 31, car. Box 17G, B•T.

Tv announcer . . . proven camera ability in major southern vhf market. Looking to locate in northeast, must vhf. Box 57G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Technicians

Technician, 31 years old, 1st phone and car. Experienced, Mutual radio and CBS radio-tv studio operations. Location secondary to security. Reply Box 962F, B•T.

Due to ownership change of full power vhf-tv the chief engineer will probably relocate. Long and comprehensive experience. Our mutual acquaintances are my references. Box 988F, B•T.

Experienced chief engineer of radio station desires permanent position in television. Box 993F, B•T.

Ten years am experience, first phone, tv schooling. Can travel. Box 31G, B•T.

Production-Programming, Others

Cameraman—excellent small station and network experience. All studio operations. Box 803F, B•T.

Film editor, 1 year experience, excellent film and tv background. Can double as tv cameraman. Single, 27 years old, vet. Box 956F, B•T.

Producer-director. 3 years television and radio. Broad tv background; directing, talent production, writing. College degrees. Stock theatre. Good references. Brochure available. Box 962F, B•T.

Producer-director, presently employed large midwest station. Much experience live programming. Have ideas, energy. Want chance to use both. Box 10G, B•T.

Tv cameraman—2 years experience. All studio operations. Video, audio, floor manager, some directing. Desires position leading to production. Prefer east. Will consider all replies. Box 33G, B•T.

For Sale

Stations

250 watt fulltime independent. Only station in growing Pacific northwest community. Showing excellent return on investment. Box 64G, B•T.

Comparatively small money will buy 75 percent interest in Montana unlimited station. Industrial area. Only station, no competition. Located within 15 miles of new major damsite. Devoted manager and staff. Manager and corporation attorney own remaining 25 percent of stock. Contact absentee owners direct. Contact O. G. Coburn, Box 447, Lawrence, Kansas.

Free list of good radio and tv station buys now ready . Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

For Sale: Complete fm station equipment including 10kw transmitter, control console, antenna and lines, monitors, receiver, STL microwave unit, misc. amplifiers etc. Write for complete list and details. Box 902F, B•T.

300 foot Lehigh, self-suporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KIRO, Seattle, Washington.

Field intensity meter, Federal 101-C, good condition. First $400 check. KONI, Phoenix, Arizona.

1-RCA 70-C turntable complete with pick-up and filter, 375 feet 1⅝ coaxial cable and four-bay RCA fm pylon. Sell separately or as a group. Contact James M. Wilder, WBML, Macon, Ga., Telephone 3-5454.

Tower for sale . . . IDECO B2 triangular heavy duty self-supported, 30-lb. wind loading, 375 feet. Now supporting TF 3C tv antenna and BF 14D 4 section fm heavy duty pylon. Both fm antenna and tower for sale on location. This tower would cost about $30,000 new. What to you offer? Fm antenna worth over $10,000. Will sell cheap. All offers will be considered. Contact W. E. Neill, WFMY-TV, Greensboro, N. C.

For Sale—(Cont'd)

Fm transmitter for sale . . . 10 kw Western Electric 506 B2. serial 131, excellent condition. Used on 97.3 mc, 19,700 plate hours. Make offer to W. E. Neill, WFMY-TV, Greensboro, N. C.

For sale: Six bay RCA super turnstile antenna type TF-6A/B. Will work on channel 8 through 11. Good condition, reasonably priced. WLWA, Atlanta, Georgia.

336 ft. Truscon triangular self-supporting F-30 tower. Perfect condition. Designed for 65 ft. TV antenna—30 lb. wind load. May be extended several hundred feet. Available in May. Save thousands by purchasing this 5 years old super tower. WMRI, Marion, Indiana.

Used 1 kw transmitter available—1 kw Raytheon RA-1000 transmitter, with tubes, directly off of our floor. In addition, available now a used Andrew phaser. Write, wire or phone Wallace Wurz, Chief Engineer, WTVH-TV, Peoria, Illinois.

Gate's model 51-CS studioette. Console with power supply. In good condition. W. C. Goodall, Valparaiso Tech., Valparaiso, Indiana.

Two RCA MI-4875-G universal pickups complete with filters and new spare head. All for $175. Ampex 402P factory reconditioned $650. United Radio Supply, 22 N. W. 9th, Portland, Ore.

Wanted to Buy

Stations

Successful, aggressive partnership, now operating independent, desires own station. Sale, lease or management contract. Box 787F, B•T.

Not bargain hunting. Want good station in good area. Preferably west. Will pay good price. Box 935F, B•T.

Radio stations, Missouri, Arkansas, Kansas, Oklahoma. Ralph Erwin, Theatre Broker, Box 811, Tulsa.

Equipment Etc.

400 foot self-supporting insulated tower. Will purchase standing or from storage. Write or wire details of tower and price to Box 781F, B•T.

Cash for good used 1000 watt transmitter. Give all details including price. Box 901F, B•T.

Good used equipment for remote controlled 250 watt am. Transmitter, consoles, turntables, etc. Box 979F, B•T.

Used equipment for 1000 watt station from microphone to tower. Give make, model, condition and price in first letter. Box 35G, B•T.

Want to buy uhf equipment. Highest cash prices paid. Box 54G, B•T.

Used Andrew Co. "V" fm antenna. Two or four bay for high or low band operation. Box 65G, B•T.

Used rear screen projector unit, complete with 8x10 foot screen. Send full details and price, KSCJ-TV Pueblo, Colorado.

Wanted: Andrew 4-bay multi-V fm antenna, 200 feet 1⅝" transmission line. Akers, 246 Baldwin Street, Bloomfield, New Jersey.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Miscellaneous

KVBC, Farmington, N. M., owns several mystery shows—Do you? Let's swap.

RADIO

Help Wanted

Managerial

ARE YOU READY TO ADVANCE? Salary plus percentage from 5 kw AM Mid-South major market station to hard hitting manager—ours moving to bigger station. Prefer man under 35, successful in small market. Send photo, full details. Confidential reply promised.

Box 66G, B•T

Announcers

TOP MORNING MAN WANTED

YOU MUST BE GOOD!

Top NBC Station in Southeast's greatest growth area. Dependability and originality. Contact.

J. T. SNOWDEN
RADIO STATION WIBA
AUGUSTA, GEORGIA

Production-Programming, Others

MEN WANTED!

Needed at once: *Two* ace promotion assistants. Company operating the top radio station and the top television station in one of the nation's biggest markets needs *two* assistant promotion directors. Ambitious, able young men well grounded in *sales* promotion are invited to send *complete* information to Box 517F, B•T.

Situations Wanted

Announcers

RADIO-TV SPORTSCASTER

Midwest's Top rated Sports Authority offering nine years AM-TV experience. Free lance Regional and National AM-TV Network play-by-play all sports. Currently employed NBC AM-TV affiliate large midwestern market. Available for move to major Sports market April 1. Established reputation with leading National Agencies. Tapes, films, ratings and references available.

Box 49G, B•T

RADIO

Situations Wanted—(Cont'd)

Technical

Position Wanted—Technical

Chief Maintenance and Construction Engineer for a division of Major Network wishes to relocate. Many years engineering experience in Radio and Television. Successful development work on electronic products. Several years as Senior Project Engineer for the same network.
As present employment is very secure, new position must constitute a definite advance. Interested only in a good organization that desires quality transmissions. Best references.

Box 38G, B•T

Production-Programming, Others

TO STATION OWNERS

Available to you now

Vast Radio-TV Background

37 years old, married, vet. 18 years Radio-TV, related Fields. Producer-Announcer many net programs. News Editing-Reporting also sports both mediums. Experienced in programming and sales.

RADIO-TV DIRECTOR
AD AGENCY

Copy Supervisor-Time Buyer-Acc't Exec. Producer-Announcer TV Shows and Spots. Good Manager of personnel.

NOW ASSOCIATED WITH KEY NET STATION. MUST RESIGN —PERSONAL REASONS.

Box 29G, B.T

TELEVISION

Help Wanted

TV AND RADIO ENGINEER WANTED
W Q E M AM AND TV
QUINCY, Ill.
NBC • ABC AFFILIATE
Send complete information to
Chief Engineer
W Q E M
Quincy, Ill.

Situations Wanted

Production-Programming, Others

TV NEWS BROADCASTER:
FACTS:
TV-Radio Newscaster, Writer, Reporter, Editor, TV Newsfilm, 3 Years Sizeable Midwestern City, 27, Married, University Degrees.
ANALYSIS:
Relocating, "Born to Broadcast," Assignment, U.S.A. or Abroad.
BOX 961F B•T

(Continued from page 88)

The following were granted licenses covering installation of new transmitters:

KEBE Jacksonville, Tex. (BL-5564); KVRH Salida, Colo. (BL-5565); KBUR Burlington, Iowa (BL-5570).

Modification of CP

The following were granted extension of completion dates as shown:

WHAT Philadelphia, Pa., to 2-15-55; WHAT-FM Philadelphia, to 2-15-55; WAZL-FM Hazleton, Pa., to 7-14-55; WILK-TV Wilkes-Barre, Pa., to 7-25-55; KIVA Yuma, Ariz., to 7-25-55; WFAM-TV Lafayette, Ind., to 7-23-55; WHK-TV Cleveland, Ohio, to 7-25-55; KFSA-TV Fort Smith, Ark., to 7-31-55; KAKE-TV Wichita, Kan., to 7-29-55; WTVU (TV) Scranton, Pa., to 7-29-55.

Actions of Jan. 11

Granted License

WHAB Baxley, Ga., Farnell O'Quinn—Granted license for am station; 1260 kc, 1 kw-D (BL-5557).

WCBL Benton, Ky., Purchase Bcstg. Co.—Granted license for am station; 1290 kc, 1 kw, D (BL-5551).

WMTM Moultrie, Ga., Colquitt Bcstg. Co.—Granted license covering increase in daytime power to 5 kw and installation of new transmitter (BL-5561).

WDIX Orangeburg, S. C., WDIX Inc.—Granted license covering changes in facilities (BL-5500).

Modification of CP

WKMC Roaring Spring, Pa., Carl W. Kensinger and Robert E. Meredith—Granted Mod. of CP to change antenna, transmitter and studio location (BMP-6714).

WMTA Central City, Ky., Central City-Greenville Bcstg. Co.—Granted Mod. of CP for approval of antenna-transmitter location; specify studio location and change type transmitter (BMP-6670). Also granted authority to operate transmitter by remote control.

The following were granted Mod. of CP's for extension of completion dates:

KFBB-TV Great Falls, Mont., to 7-16-55; WTVQ (TV) Pittsburgh, Pa., to 7-6-55; KGO-TV San Francisco, to 7-18-55; WTBO-TV Cumberland, Md., to 7-12-55.

Actions of Jan. 10

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WPEO Peoria, Ill.; KFAR Fairbanks, Alaska; WICK Scranton, Pa.; WNLK Norwalk, Conn.

Modification of CP

WKOP Binghamton, N. Y., The Binghamton Bcstrs. Inc.—Granted Mod. of CP for extension of completion date to 4-2-55.

January 18 Applications

ACCEPTED FOR FILING

License for CP

KDTA Delta, Colo., Monarch Bcstg. Co.—License to cover CP (BP-9372) which authorized new standard broadcast station (BL-5593).

WOCH North Vernon, Ind., Dorrell Ochs—License to cover CP (BP-9389) as mod. which authorized new standard broadcast station (BL-5591).

WDKN Dickson, Tenn., Dickson County Bcstg. Co.—License to cover CP (BP-8876) as mod. which authorized new standard broadcast station (BL-5588).

Renewal of License

WRFS Alexander City, Ala., Piedmont Service Corp.—(BR-1671).

WEBJ Brewton, Ala., Brewton Bcstg. Co.—(BR-1561).

WBAM Montgomery, Ala., Deep South Bcstg. Co.—(BR-2959).

WKEU Griffin, Ga., Radio Station WKEU—(BR-819).

WMAZ Macon, Ga., Southeastern Bcstg. Co.—(BR-442).

Remote Control

KLWT Lebanon, Mo., Lebanon Bcstg. Co.—(BRC-633).

Modification of CP

WPFA-TV Pensacola, Fla., Charles W. Lamar Jr.—Mod. of CP. (BPCT-1187) as mod. which authorized new tv station to extend completion date to 8-4-55 (BMPCT-2747).

WKLO-TV Louisville, Ky., Mid-America Bcstg. Corp.—Mod. of CP (BPCT-552) as mod. which authorized new tv station to extend completion date to 8-1-55 (BMPCT-2745).

WKNX-TV Saginaw, Mich., Lake Huron Bcstg. Corp.—Mod. of CP (BPCT-1200) as mod. which authorized new tv station to extend completion date to 8-2-55 (BMPCT-2749).

WTVN-TV Columbus, Ohio, WTVN Inc.— Mod. of CP (BPCT-928) as mod. which authorized changes in facilities of existing tv station to extend completion date to 7-21-55 (BMPCT-2726).

WOTV (TV) Richmond, Va., Winston-Salem Bcstg. Co.—Mod. of CP (BPCT-1623) as mod. which authorized new tv station to extend completion date to 8-2-55 (BMPCT-2746).

January 19 Decisions

BROADCAST ACTIONS

By the Commission en banc

Renewal of License

Granted renewal of licenses of following stations (Comr. Lee dissenting):

WHNC-AM-FM Henderson, N. C.; WJNC Jacksonville, N. C.; WEGO Concord, N. C.; WAIM, WCAC (FM) Anderson, S. C.; WRAL-AM-FM Raleigh, N. C.; KTTV (TV) Los Angeles, Calif.; WAYN Rockingham, N. C.

Granted renewal of licenses of following stations:

WLAT Conway, S. C.; WMBL Morehead City, N. C.; WMSC Columbia, S. C.; WDIX Orangeburg, S. C.; WOOW New Bern, N. C.; WEAT Lake Worth, Fla.; WWPG-FM Palm Beach, Fla.; WPRK-FM Winter Park, Fla.

January 19 Applications

ACCEPTED FOR FILING

License for CP

KLAK Lakewood, Colo., Maurice J. DaVolt, Julia W. DaVolt and Edythe G. Sweeney d/b as Lakewood Bcstg. Service—License to cover CP (BP-9442) which authorized new standard broadcast station (BL-5595).

WMFG Hibbing, Minn., Head of the Lakes Bcstg. Co.—License to cover CP (BP-9280) which authorized change in transmitter and studio locations (BL-5596).

Renewal of License

WRLD Lanett, Ala., Valley Bcstg. Co.—(BR-1198).

Renewal of License Returned

WOZK Ozark, Ala., Ozark Bcstg. Corp.—Incomplete (BR-2820).

WCRI Scottsboro, Ala., Pat M. Courington—Name incorrect (BR-2478).

Renewal of License

WFSU-FM Tallahassee, Fla., Board of Control, Acting for and on behalf of the Fla. State U.—(BRED-119).

WABE (FM) Atlanta, Ga., Board of Education of the City of Atlanta—(BRED-18).

License for CP

WGRE (FM) Greencastle, Ind., DePauw U.—License to cover CP (BPED-257) which authorized changes in licensed station (BLED-166).

Modification of CP

WLAP-TV Lexington, Ky., American Bcstg. Corp.—Mod. of CP (BPCT-1140) as mod. which authorized new tv station to extend completion date to 8-3-55 (BMPCT-2753).

WJIM-TV Lansing, Mich., WJIM Inc.—Mod. of CP (BPCT-883) as mod. which authorized changes in facilities of existing tv station to extend completion date to 4-18-55 (BMPCT-2751).

WTOK-TV Meridian, Miss., Southern Television Corp.—Mod. of CP (BPCT-1183) as mod. which authorized new tv station to extend completion date to 8-3-55 (BMPCT-2754).

WSLS-TV Roanoke, Va., Shenandoah Life Stations Inc.—Mod. of CP (BPCT-855) as mod. which authorized new tv station to extend completion date to 8-1-55 (BMPCT-2752).

License for CP

KOMO-TV Seattle, Wash., Fisher's Television Co.—License to cover CP (BPCT-407) as mod. which authorized new tv station to change description of transmitter location to 157 Galer Street, Seattle, Washington (street changed by city of Seattle) (BLCT-264).

License for CP

WCLS Columbus, Ga., Muscogee Bcstg. Co.—License to cover CP (BP-8845) as mod. which authorized new standard broadcast station (BL-5599).

WINN Louisville, Ky., Kentucky Bcstg. Corp.—License to cover CP (BP-9404) as mod. which authorized change transmitter location and new transmitter and make changes in the antenna system (BL-5597).

WWOK Charlotte, N. C., Rounsaville of Charlotte Inc.—License to cover CP (BP-9398) as mod. which authorized new standard broadcast station (BL-5598).

KDUB Lubbock, Tex., Texas Telecasting Inc.—License to cover CP (BP-8772) as mod. which authorized new standard broadcast station (BL-5602).

KOL Seattle, Wash., Seattle Bcstg. Co.—License to cover CP (BP-9062) as mod. which authorized change from employing DA day and night (DA-1) to DA for night use only (DA-N) (BL-5601).

Renewal of License

WAVU Albertville, Ala., Sand Mountain Bcstg. Service—(BR-2071).

WAUD Auburn, Ala., Auburn Bcstg. Co.—(BR-2075).

WSGN Birmingham, Ala., Jemison Bcstg. Co.—(BR-420).

WVOK Birmingham, Ala., Voice of Dixie Inc.—(BR-1897).

WGWD Gadsden, Ala., Etowah Bcstrs. Inc.—(BR-2031).

WGEA Geneva, Ala., Geneva County Reaper—(BR-2791).

WGSV Guntersville, Ala., Guntersville Bcstg. Co.—(BR-2472).

WERH Hamilton, Ala.—Marion County Bcstg. Co.—(BR-2521).

WSFA Montgomery, Ala., Montgomery Bcstg. Co.—(BR-778).

WJHO Opelika, Ala., Opelika-Auburn Bcstg. Co.—(BR-1066).

WCLB Camilla, Ga., Capel Bcstg. Co.—(BR-2916).

WGAA Cedartown, Ga., Polk County Bcstg. Co.—(BR-1142).

Remote Control

KLAC Los Angeles, Calif., KMTR Radio Corp.—(BRC-635).

Renewal of License Returned

WCRL Oneonta, Ala., Blount County Bcstg. Service Inc.—Section II, not signed or dated.

WCON Cornelia, Ga., Haversham Bcstg. Co.—Incomplete.

Application Returned

WWWB Jasper, Ala., Bankhead Bcstg. Co. Inc.—License to cover CP (BP-938) as mod. which authorized change frequency, increase power, change hours of operation and install a new transmitter. (Signed by Manager.)

Situations Wanted—(Cont'd)

NEXT RUNG, PLEASE

PRODUCER-DIRECTOR-CAMERAMAN, graduate TV Workshop NYC, 1st in class, Gold Camera Award. Previously NYC Movie studio as film editor, asst. cameraman, all other studio capacities at various times, presently employed past year midwest UHF, 30 live shows weekly. Ready for stepup to production capacity larger market TV with more stimulating environment, facilities, opportunity. Vet, 26, single.

Box 55G, BOT

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Antennas—Coaxial Cable
Tower Sales & Erecting Co.
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Trained announcers, producers, writers now in demand
NATIONAL ACADEMY OF BROADCASTING
(Est. 1934)
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Starts new term Jan. 31
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Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

TELESTATUS

January 24, 1955

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 306,318
►WBRC-TV (6) CBS; Katz; 304,420
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
►WMSL-TV (23) CBS, NBC; Walker; 25,125

Dothan†—
WTVY (9) Hollingbery; 7/2/54-Unknown

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 92,000
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 45,200
►WSFA-TV (12) NBC; Headley-Reed

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 101,523

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 109,204
►KPHO-TV (5) CBS, DuM; Katz; 103,800
KTVK (3) Weed; 6/10/54-2/1/55

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 36,013
►KVOA-TV (4) ABC, NBC; Raymer; 36,013

Yuma†—
►KIVA (11) NBC, DuM; Grant; 25,975

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-Feb. '55

Jonesboro†—
Regional Bcstg. Co. (8) 1/12/55-Unknown

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Total stations on air in U. S. and possessions: 422; total cities with stations on air: 278. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 35,123,710.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 421,917; WGR-TV, 370,842.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KCEB (TV) Tulsa, Okla; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

(e) WNAM-TV Neenah, Wis., has suspended operations pending merger with WFRV-TV Green Bay.

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 85,764
KTHV (11) Branham; 11/4/54-Unknown
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Weed; 84,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398

Berkeley (San Francisco)—
►KQED (*9)

Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962

Corona†—
KCOA (52), 9/16/53-Unknown

Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 18,778

Fresno—
KBID-TV (63) See footnote (c)
►KJEO (47) ABC, CBS, DuM; Branham; 156,035
►KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
►KABC-TV (7) ABC; Petry; 1,983,873
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,983,873
►KHJ-TV (9) DuM; H-R; 1,983,873
►KNXT (2) CBS; CBS Spot Sls.; 1,983,873
►KRCA (4) NBC; NBC Spot Sls.; 1,983,873
KTHE (*28). See footnote (c)
►KTLA (5) Raymer; 1,983,873
►KTTV (11) Blair; 1,983,873

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC; Weed; 119,000
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) H-R; 9/29/54-2/15/55

Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

San Diego—
►KFMB-TV (8) ABC, CBS; McKinnie; 285,333
►KFSD-TV (10) NBC; Katz; 285,333
KUSH (21) 12/23/53—Unknown

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15
►KGO-TV (7) ABC; Petry; 1,044,914
►KPIX (5) CBS; Katz; 1,044,914
►KRON-TV (4) NBC; Free & Peters; 1,044,914
►KSAN-TV (32) McGillvra; 164,000

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
►KVEC-TV (6) ABC, CBS, DuM; Grant; 80,018

Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192

Stockton†—
►KOVR (13) DuM; Blair; 1,054,000
►KTVU (36) NBC; Hollingbery; 112,000

Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION MARKET
Southwest
with
MAXIMUM POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
422,000
TELEVISION HOMES
IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 53,604
► KRDO-TV (13) NBC; McGillvra; 35,000

Denver—
► KBTV (9) ABC; Free & Peters; 273,069
► KFEL-TV (2) DuM; Blair; 273,069
► KLZ-TV (7) CBS; Katz; 273,069
► KOA-TV (4) NBC; Petry; 273,069
KRMA-TV (*6) 7/1/53-Unknown

Grand Junction†—
► KFXJ-TV (5) NBC, ABC, CBS, DuM; Holman; 7,600

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340

Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 241,236

New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 899,957

New London†—
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
WCNE (*63) 1/29/53-Unknown

Stamford†—
WSTF (27) 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC; Stuart; 190,320

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 698,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 626,500
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†——
WMFJ-TV (2) 7/8/54-7/1/55

Fort Lauderdale—
► WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC, CBS; Weed; 11,726

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 357,698
WOBS-TV (30) Stars National; 8/12/53-Spring '55

Miami—
► WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 301,000
Biscayne Tv Corp. (7) Initial Decision 1/17/55
► WITV (17) See Fort Lauderdale

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 70,000

Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750

Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 89,500
► WPFA (15) Young; 31,000

St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000

Tampa†—
WFLA-TV (8) Blair; 8/4/54-2/14/55
WTVT (13) Avery-Knodel; 9/2/54-Spring '55

West Palm Beach—
► WEAT-TV (12) ABC; Walker
► WIRK-TV (21) ABC, DuM; Weed; 42,708
► WJNO-TV (5) NBC, CBS, DuM; Meeker; 225,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,430
► WQXI-TV (36) 22,517
► WSB-TV (2) NBC; Petry; 484,725

Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 130,628
► WRDW-TV (12) CBS; Headley-Reed; 130,000

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 80,220
► WRBL-TV (4) CBS; Hollingbery; 89,177

Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) NBC; Branham; 62,032

Rome†—
► WROM-TV (9) Weed; 145,800

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 56,241
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6) Stars National; 12/23/53-Spring '55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 42,225
► KIDO-TV (7) ABC, NBC; Blair; 37,800

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 31,650

Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Unknown

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 304,200

Bloomington—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 2,074,000
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; Bolling; 151,534

Evanston†—
WTLE (32) 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Peoria—
► WEEK-TV (43) CBS, NBC; Headley-Reed; 223,152
► WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54

Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 128,900
► KHQA-TV (7) See Hannibal, Mo.

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 95,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

INDIANA

Bloomington—
► WTTV (4) NBC, ABC, DuM; Meeker; 591,722 (also Indianapolis)

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 204,103

Evansville—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54

Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 112,186
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000
► WISH-TV (8) ABC, CBS, DuM; Bolling; 663,000
► WTTV (4) See Bloomington

Lafayette†—
WFAM-TV (59) ABC, CBS, NBC, DuM; Ramsbeau; 64,250

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 97,500

Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown

Princeton†—
WRAY-TV (52) See footnote (c)

South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473

Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,287

Waterloo (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 117,028

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 289,940

Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 245,120

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,156

Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 302,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54

Fort Dodge†——
► KQTV (21) ABC; Pearson; 42,100

Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 117,892

Sioux City—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 146,719
► KVTV (9) ABC, CBS, DuM; Katz; 131,938

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 140,763

KANSAS

Great Bend†—
► KCKT (2) NBC; Bolling; 110,213

Hutchinson—
► KTVH (12) CBS, DuM; H-R; 158,652

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown

Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz, 81,342

Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 402-584

Wichita—
► KAKE-TV (10) ABC; Hollingbery
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 69,067

Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) Forjoe; 4/13/54-3/1/55

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 414,755
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Early '55

Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
►KALB-TV (5) Weed

Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-March '55

Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-June '55
KVOL-TV (10) 9/16/53-Unknown

Lake Charles—
►KPLC-TV (7) ABC, NBC; Weed; 55,935
►KTAG (25) CBS, ABC, DuM; Young; 35,000

Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 191,500

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Early '55
WCNO-TV (32) Forjoe; 4/2/53-Unknown
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 300,890
►WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992

Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 73,750
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104
►WTWO (2) CBS; Venard

Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 24,000

Poland Spring—
►WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933

Portland—
►WCSH-TV (6) NBC, DuM; Weed; 150,004
►WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 575,174
►WBAL-TV (11) NBC; Petry; 575,174
WITH-TV (72) Forjoe; 12/18/52-Unknown
►WMAR-TV (2) CBS; Katz; 575,174
WTLF (18) 12/9/53-Unknown

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
►WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
►WMGT (19) DuM; Walker; 169,015

Boston—
►WBZ-TV (4) NBC; Free & Peters; 1,253,379
WGBH-TV (*2) 7/16/53-April '55
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,250,000

Brockton†—
WHEF-TV (62) 7/30/53-Unknown

Cambridge (Boston)—
►WTAO-TV (56) DuM; Everett-McKinney; 178,800

Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 160,000
►WWLP (61) ABC, NBC; Hollingbery; 160,000

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
►WWOR-TV (14) ABC, DuM; Raymer; 71,674

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793

Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 64,920

Detroit—
WBID-TV (62) 11/19/53-Unknown
►WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Unknown
►WWJ-TV (4) NBC; Hollingbery; 1,466,000
►WXYZ-TV (7) ABC; Blair; 1,469,000
►CKLW-TV (9) See Windsor, Ont.

East Lansing†—
►WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Early '55

Grand Rapids—
►WOOD-TV (8) ABC, NBC, DuM; Katz; 488,490
WMCN (23) 9/2/54-Unknown

Kalamazoo—
►WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 539,390

Lansing—
►WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
►WJIM-TV (6) ABC, CBS, NBC; Petry; 415,232

Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000

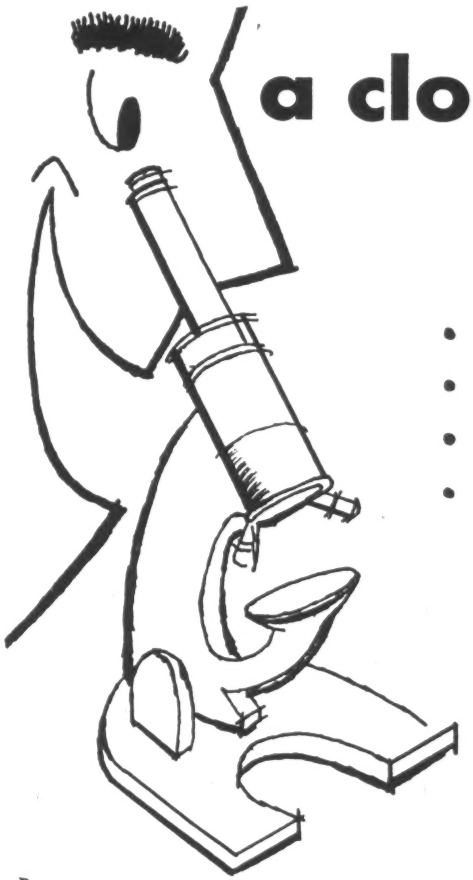
Traverse City†—
►WPBN-TV (7) NBC; Holman, 35,110

MINNESOTA

Austin—
►KMMT (6) ABC; Pearson; 95,951

Duluth (Superior, Wis.)—
►KDAL-TV (3) ABC, NBC; Avery-Knodel; 75,500
►WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)

Hibbing†—
KHTV (10) 1/13/54-Unknown



a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes *(147,000 TV homes)*

118,000 UNDUPLICATED WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

WTHI-TV

Represented nationally by:
The Bolling Co. New York & Chicago

Minneapolis (St. Paul)—
► KEYD-TV (9) DuM; H-R
► WCCO-TV (4) CBS; Free & Peters; 568,500
► WTCN-TV (11) ABC; Blair; 568,500

Rochester—
► KROC-TV (10) NBC; Meeker; 92,386

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 568,500
► WMIN-TV (11) ABC; Blair; 568,500

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55

Jackson—
► WJTV (25) CBS, DuM; Katz; 68,404
► WLBT (3) NBC; Hollingbery; 122,765
► WSLI-TV (12) ABC; Weed; 110,000

Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

Tupelo†—
Tupelo Citizens TV Co. (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
► KFVS-TV (12) CBS, NBC, DuM; 110,000

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048

Festus†—
KACY (14) See footnote (c)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 140,856
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin—
► KSWM-TV (12) CBS; Venard; 81,270

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 466,136
► KMBC-TV (9) CBS; Free & Peters; 466,136
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 466,136

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 120,863

St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 710,834
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.

Sedalia†—
► KDRO-TV (6) Pearson; 57,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 56,880
► KYTV (3) ABC, NBC; Hollingbery; 64,750

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000

Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6) ABC; No estimate given

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 19,000

Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 17,450

NEBRASKA

Hastings†—
The Seaton Publishing Co. (5) Initial Decision 1/5/55

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 47,538

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 286,000
► WOW-TV (6) NBC, DuM; Blair; 286,000

Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) NBC; Pearson; 7/2/54-1/23/55 (granted STA June 13)

Las Vegas—
► KLAS-TV (8) ABC, CBS, DuM; Weed; 20,232

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 6,000

Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,290,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 53,496
► KGGM-TV (13) CBS; Weed; 53,496

Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 125,000
► WTRI (35) CBS; Blair; 127,165
WTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 312,160
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 437,522. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 170,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 432,819. See footnote (a).
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed; 47,300

Elmira—
WTVE (24) See footnote (c)

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 21,000

Lake Placid †(Plattsburg)—
► WIRI (5) Young

New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 295,000

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CKLW-TV channel 9 325,000 WATTS

CKLW radio 800 kc 50,000 WATTS

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J. E. Campeau, Pres. Guardian Bldg. Detroit

► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 413,000

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 354,950
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 354,960

Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 155,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 33,000
► WLOS-TV (13) ABC, DuM; Venard; 299,780

Chapel Hill†—
► WUNC-TV (*4)

Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 449,864

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 283,591

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 93,370

Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600

Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 43,600
WTHT (3) 2/17/54-Unknown

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 251,317
► WTOB-TV (26) ABC; DuM; H-R; 84,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 24,315

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000

Valley City†—
► KXJB-TV (4) CBS, DuM; Weed; 75,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
►WICA-TV (15) 25,000

Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Early '55

Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,070,360
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 1,069,000

Columbus—
► WBNS-TV (10) CBS; Blair; 427,239
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls.; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Unknown

Lima—
WIMA-TV (35) Weed; 1/24/52-Early '55
► WLOK-TV (73) NBC; H-R; 69,105

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 310,170
WTOH-TV (79) 10/20/54-Unknown

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 146,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588

Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 182,000

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000

Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540

Miami†—
KMIV (58) 4/22/53-Unknown

Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000

Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 296,081

Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) CBS; Petry; 248,651
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair; 242,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 35,000

Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Unknown

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 25,925

Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/9/55
► KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 240,964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 212,436
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53-Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 48,309

Harrisburg—
► WCMB-TV (27) Forjoe
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 831,303

Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) 5/7/53-Unknown

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SECOND in Pittsburgh
(a 3-station market)
FIRST in Altoona
(a 2-station market)

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Get full details from your KATZ man!

Lebanon†—
WLBR-TV (15) See footnote (c)

New Castle—
WKST-TV (45) See footnote (c)

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
► WFIL-TV (6) ABC, DuM; Blair; 2,043,972
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,878,519

Pittsburgh—
► WDTV (2) CBS, NBC, DuM; Free & Peters; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 412,465
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,370

Scranton—
► WARM-TV (16) ABC; Hollingbery; 200,000
► WGBI-TV (22) CBS; Blair; 195,000
► WTVU (73) Everett-McKinney; 150,424

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 210,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55

York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,382,853
► WNET (16) ABC, CBS, DuM; Raymer; 80,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 175,000

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 144,121
► WUSN-TV (2) NBC; H-R; 138,500

Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 70,200
► WIS-TV (10) NBC, DuM; Free & Peters; 138,992
► WNOK-TV (67) CBS; Raymer; 69,300

Florence—
► WBTW (8) ABC, CBS; CBS Spot Sls.; 100,000

Greenville—
► WFBC-TV (4) NBC; Weed; 443,850
► WGVL (23) ABC, DuM; H-R; 101,200

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 110,262

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 121,100
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 98,560
WBIR-TV (10) Initial Decision 1/5/55
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050

Memphis—
► WHBQ-TV (13) CBS; Blair; 330,647
►WMCT (5) ABC, NBC, DuM; Branham; 330,647
WREC Broadcasting Service (3) Initial Decision 8/27/54

Nashville—
► WSIX-TV (8) ABC; Hollingbery; 225,520
► WSM-TV (4) NBC, DuM; Petry; 208,985

Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 219,217

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 39,983

Amarillo—
► KFDA-TV (10) ABC, CBS; H-R; 65,587
► KGNC-TV (4) NBC, DuM; Katz; 65,587

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 98,594

Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
Beaumont Bcstg. Corp. (6) CBS; Free & Peters; 8/4/54-Spring '55

Big Spring†—
KBST-TV (4) 7/22/54-Unknown

Corpus Christi†—
► KVDO-TV (22) ABC, NBC, DuM; Young; 37,360
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 422,000
► WFAA-TV (8) ABC, NBC, DuM; Petry; 422,000

El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 62,395
► KTSM-TV (9) NBC; Hollingbery; 60,385

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 440,000
KFJZ-TV (11) 9/17/54-Unknown

Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 47,673

Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 387,000
► KTRK-TV (13) ABC, DuM; Blair; 387,000
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 40,000

Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 67,878
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 67,878
KFYO-TV (5) Katz; 5/7/53-Unknown

Lufkin†—
KTRE-TV (9) Venard; 11/17/54-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250

Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54

San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598

San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 232,993
► WAOI-TV (4) ABC, NBC; Petry; 232,993

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 98,617

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 103,760

Tyler†—
KETX (19) See footnote (c)
► KLTV (7) ABC, CBS, NBC; DuM; Pearson; 74,140

Waco†—
► KANG-TV (34) ABC, DuM; Raymer; 43,673
KWTX-TV (10) 12/1/54-Unknown

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 47,673

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 80,910
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 167,200
► KTVT (4) NBC; Katz; 167,200
► KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC; Weed; 106,000

VIRGINIA

Danville†—
WBTM-TV (24) See footnote (c)

Hampton (Norfolk)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 125,000

Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 97,354

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 173,000

Newport News —
► WACH-TV (33) Walker

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 346,007
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
► WVEC-TV (15) See Hampton

Petersburg†—
WPRG (8) 9/29/54-Unknown

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 477,318

Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 300,749

WASHINGTON

Bellingham—
► KVOS-TV (12) CBS, DuM; Forjoe; 155,153

Pasco†—
► KEPR-TV (19)

Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 408,100
► KOMO-TV (4) NBC; Hollingbery; 408,100
► KCTS (*9)
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) NBC; Katz; 96,770
► KREM-TV (2) ABC; Petry; 95,649
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 99,553

Tacoma (Seattle)—
► KTVW (13) Barry, N. Y.; Clark, Chicago; 408,100
►KTNT-TV (11) CBS, DuM; Weed; 408,100

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown

Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
► WKNA-TV (49) ABC, DuM; Weed; 51,130

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200

Huntington—
► WSAZ-TV (3) ABC, NBC; Katz; 478,777
WHTN-TV (13) 9/2/54-Spring '55

Oak Hill (Beckley)†—
► WOAY-TV (4) ABC; Weed

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 304,269
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000

Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) ABC; 3/10/54-Unknown
► WMBV-TV (11) See Marinette

La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 52,000
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 103,000
► WMTV (33) ABC, NBC, DuM; Bolling; 63,500
Badger Television Co. (3) Initial Decision 7/31/54

Marinette†— (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) DuM; Bolling; 398,255
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 746,982
► WTVW (12) ABC, DuM; Petry

Neenah—
WNAM-TV (42) See footnote (e)

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.

Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 50,100

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 49,000

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Wed; 14,000
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 15,000

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown
Northern Tv Inc. (11) 12/29/54-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls.; 60,000
► KULA-TV (4) ABC, DuM; Young; 67,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 65,000

CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All Canada, Weed; 9,654

Edmonton, Alt.—
► CFRN-TV (3) CBC; Radio Rep., Young; 10,000

Halifax, N. S.†—
► CBHT (3) CBC, CBS

Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 316,101

Kingston, Ont.†—
► CKWS-TV (11) 30,000

Kitchener, Ont.—
► CKCO-TV (13) CBC, CBS; Hardy, Weed; 85,000

London, Ont.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 91,078

Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216

Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500

Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed; 4,806

Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—
► CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000

Rimouski, Que.†—
► CJBR-TV (3) CBC; CBC

St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 16,842

Sault Ste. Marie, Ont.†—
► CJIC-TV (2) CBS; CBC; 5,000

Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Can-Canada, Weed; 13,653

Sydney, N. S.†—
► CJCB-TV (4) 8,940

Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000

Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young; 1,238,585

Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 43,650

Tijuana† (San Diego)—
► XETV (6) Weed; 296,402

UPCOMING

Jan. 24: RAB Clinic, Chattanooga, Tenn.
Jan. 25: RAB Clinic, Nashville, Tenn.
Jan. 25: Radio & Television Executives Society Seminar, Toots Shor's Restaurant, New York.
Jan. 26: RAB Clinic, Columbia, S. C.
Jan. 26-28: NARTB Radio, Tv Boards meet, Hollywood Beach, Fla.
Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.
Jan. 27: Radio & Television Executives Society workshop session, Hotel Roosevelt, New York.
Jan. 27: RAB Clinic, Charlotte, N. C.
Jan. 27-29: South Carolina Radio & Tv Broadcasters Assn., Clemson House, Clemson, S. C.
Jan. 28: RAB Clinic, Raleigh, N. C.
Jan. 31: Television Workshop for Community Organizations, U. of Kansas City, Kansas City, Mo.
Jan. 31-Feb. 4: American Institute of Electrical Engineers mid-winter general meeting, Hotels Statler and Governor Clinton, New York.

FEBRUARY

Feb. 1: Deadline, Entries for Sigma Delta Chi Radio-Tv Reporting, Newswriting and Public Service Awards, Chicago.
Feb. 1: Deadline, CARTB Gillin Community Service Memorial Award, Ottawa, Canada.
Feb. 4-5: Ninth Annual Radio-Tv News Short Course, School of Journalism, U. of Minnesota, Minneapolis.
Feb. 5: Radio & Television Correspondents Assn., Hotel Statler, Washington, D. C.
Feb. 7: RAB Clinic, Phoenix, Ariz.
Feb. 8: RAB Clinic, Los Angeles.
Feb. 9: RAB Clinic, Fresno, Calif.
Feb. 10: RAB Clinic, San Francisco.
Feb. 10: Deadline, American Women in Radio and Television Scholarship Award, New York.
Feb. 10-12: Southwestern region, Institute of Radio Engineers, Dallas.
Feb. 11: RAB Clinic, Sacramento, Calif.
Feb. 13: Fourth Annual Screen Directors Guild Awards Dinner, Biltmore Hotel, Los Angeles.
Feb. 13-19: National Advertising Week.
Feb. 14: Deadline, Entries for National Board of Fire Underwriters Gold Medal Award for public service work in fire prevention and fire safety, New York.
Feb. 21: RAB Clinic, Washington, D. C.
Feb. 23: Presentation, Voice of Democracy Awards, Shoreham Hotel, Washington, D. C.
Feb. 23: RAB Clinic, Richmond, Va.
Feb. 24: RAB Clinic, Roanoke, Va.
Feb. 25: RAB Clinic, Baltimore, Md.

SOME VERY REVEALING FIGURES

El Paso Telepulse Shows 18 Out of 25 Top Programs on KROD-TV*

Talk about leadership, take a look at the latest Telepulse for El Paso, Texas. KROD-TV continues to dominate America's largest trade area. The first four, and 11 out of the top 15 once-a-week shows, are on KROD-TV. And, in multi-weekly shows, KROD-TV leads the way with 7 out of the top 10—for an over-all score of 18 out of 25 . . . The reason? Good programming with top CBS, ABC, DuMont and local shows! Ask your Branham man for the complete story. **El Paso Telepulse Report, Nov. 1954*

KROD-TV
NEW MEXICO
EL PASO
TEXAS
channel 4

KROD-TV • CHANNEL 4 • EL PASO, TEXAS
Affiliated with KROD — 600 KC — 5,000 watts
Owned and Operated by the El Paso Times, Inc.
Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & General Mgr.
Dick Watts, General Sales Manager
Represented Nationally by The BRANHAM Co.

Ike, Mike & Camera

THE television filming of the President's news conference last week constituted one of the most important advances ever achieved in the long campaign by radio and television to obtain equal access to the news.

Now that the White House is committed to a continuation of sound and film recording of Presidential news conferences, radio and tv should find it easier to gain admission to lesser places from which they have heretofore been excluded. If the President is willing to face microphones and cameras, how can a Congressional committee, sitting at a public hearing, explain its unwillingness to do so? How can the full bodies of the Senate or the House adhere to their archaic policy of banning radio-tv? The precedent set by the President will be of immense value to radio, tv and the U. S. public.

The one detracting feature last Wednesday was the White House's insistence on the right to censor films before releasing them. The reasoning behind that policy is explainable; some control must be retained over release of the questions and answers in such a conference lest, in the give-and-take, the President misstates a situation or lets something slip that he shouldn't.

Because world events can turn on what the President says in a news conference, it has been traditional that reporters respect off-the-record remarks and quote him only indirectly except when specifically authorized to use his own words. It is not easy to transfer that control from reporters with pad and pencil to reporters filming every detail. Probably some form of White House review of films is necessary, at least for the time being, but the danger is that it could get out of hand.

Star Chamber to Sunlight

SIMPLE words need saying to bring home the importance of current top-side deliberations on spectrum allocation—a highly complex field usually left to the long-hairs and the engineers.

A cabinet-level committee is in the act, which involves use of the spectrum by government and non-government (broadcast and other) services. The FCC, through a courageous dissenting opinion by two of its members in an innocent-appearing common carrier case, has brought the issue into focus. Our lead story in last Monday's issue, tells of the implications that, in the extreme, could destroy billions invested by the public in television sets and throw the telecasting field into chaos by forcing low band stations (ch. 2-6) into uhf.

This is not a will-o-the-wisp. The story will be thrown down as fantastic, premature and illogical. It will be recalled, however, that in 1949, Wayne Coy, then FCC chairman, sent up trial balloons on movement of all tv into uhf, because of demands of the military and of non-broadcast services for the coveted vhf space, with its propensity for long-range, reliable propagation. It has all been behind the scenes since then, but the struggle has intensified.

The crux is the demand of the Navy, in those high level inner-councils, for spectrum space that apparently would preempt all of the low-band vhf area, plus a big hunk of the band allotted for fm. The contention is that fleet dispersal plans, attuned to the atomic age, need vhf range channels to span the required distances.

That's part of the story. Government assignments now are handed out by the President, without regard to requirements of other services. There is no liaison with the FCC, except through the Interdepartment Radio Advisory Committee, made up of Government representatives. The FCC is notified, not consulted.

Now that the story is out in the open, steps can be taken. Government should be required to justify allocation claims, on equal footing with private applicants. Obviously, national defense is paramount. But the mere statement that tremendous expanses of spectrum are needed does not make it so. Can other channels be used by the military, without disrupting a public investment of perhaps $6 billion, simply to set up stand-by services? In a national emergency, the President can commandeer all private services anyway.

There should be established promptly an *ad hoc* committee to study the spectrum problem. It should be prepared to report when Congress calls, because it is inevitable that a Congressional committee will move in—soon.

We agree with Comrs. Robert F. Bartley and Robert E. Lee on the need for a "general allocation proceeding" looking toward a "sound, efficient and equitable" allocation as between government and non-government services. But we go further: there should be a super board, embracing both Executive (White House) and FCC members, presided over by a chairman selected by the President to take spectrum allocation proceedings out of the Star Chamber and into the sunlight.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Mind if I count him as a viewer, too?"

Working Blueprints for RAB and TvB

FOR newspaper advertising salesmen, the broadcast media (particularly television) have now been identified as principal targets to shoot at in the competition for the advertising dollar.

A fortnight ago the president of a leading advertising agency publicly put broadcasting on the spot. F. Kenneth Beirn, president of Biow-Beirn-Toigo, said that broadcasting had wrested news leadership from newspapers and that the air media were doing "a real promotional job for themselves." Mr. Beirn made his remarks to the New York Chapter of the American Assn. of Newspaper Representatives [B•T, Jan. 17].

When major advertising customers begin to talk like that, newspapermen are bound to listen. They are bound to begin figuring out how to improve their own product and their own promotion to meet the competition.

Last week in Chicago they were hard at work on part of that job—beefing up their promotion and selling efforts. The theme of last week's annual convention of the newspapers' National Advertising Executives Assn. was better selling by spacemen. From various speakers, including the promotional experts of the Bureau of Advertising of the American Newspaper Publishers Assn., the newspaper executives got lots of pep talks and advice. It was plain that all of them were counting on a period of intense competition.

It would be easier on their nerves if broadcasters could interpret all this to mean that radio and television have the newspapers on the run and that the worst of the struggle for recognition is over. But the worst (if that is the proper word) is yet to come. Newspapers may be on the run, but toward a fight, not away from one.

They will not default their billing leadership to a dynamic tv system. They will do everything they can to sell against radio and tv.

It is up to radio and tv to invigorate the conditioning process that Mr. Beirn described.

Radio, he said, caused a revolution in the field of advertising. "The advertising dollar had to be split up to provide for a new medium."

Television, "with its scientists, its research and its 'progressive dynamism', its preparations for color," is creating another demand "on that same advertising dollar."

True, the advertising dollar has grown, but so have the demands on its parts. If radio and tv are to continue to take impressive shares of the dollar, they can no more ignore the challenge of Mr. Beirn's remarks than the newspapers can.

by Sid Hix

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ECASTING

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

THE Beeline

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

Beeline listeners in this independent inland market spend over $3 billion annually at retail, nearly a billion annually for food alone. *(Sales Management's 1954 Copyrighted Survey)*

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative